

MAD MUMBLINGS



We'd like to start the column off with an announcement we are pleased to make. A collection of the best stories from MAD has been printed and bound in a Pocket-Book edition by the Ballantine Book publishers. Copies are available for 35c at your magazine-stands and book-shops. -ed.

Dear Editor:

I enjoyed reading issue #17 of MAD, but it gave me a terrible headache because some dope put the cover on upside-down and I had to stand on my head to read the book. I didn't want anybody to think I was reading the book with the cover upside-down. -Flat Top-(No Address)

...What are the addresses of the bee-utiful candidates for Miss Potgold of 1955? I like the one with the pony-tail. -Tommy Anvil-Brookline, Mass.

...My vote (gasp) my vote is (ugh) Miss Bontney Flent. -Rich-(No Address)

...Enclosed you will find my ballot for the Miss Potgold '55 contest with one slightly aged bung; also, one genuine shark's tooth from Florida; and one sample of radio-active pitchblende from Canada. The shark's tooth is guaranteed to prevent paint-pots from falling on your head when you pass under a ladder. With one of these in your pocket, the painter will fall on your head. -Barry Roth-Mt. Kisco, N. Y.

...The returns are in from that Miss Potgold contest and George has won, hands down. However, the contest has been invalidated since most of you dirty cheapskate bums didn't send along your bungs from kegs of Potgold beer. -ed.

...I couldn't enclose the bung from the keg of Potgold beer because I don't have the money, there isn't any sold where we live, but mainly I don't drink beer. -Stuart Glass-(No Address)

...I liked the Potgold feature. I thought that the candidates took sheer genius to draw. -Brian Daly-Bronx, N. Y.

...I just had to write and tell you how much I enjoyed Basil's (Miss Potgold) story. -George Ball-Woonsocket, R. I.

...We know that lampoon material is dwindling rapidly, but that is no excuse for those (echhhh) 6 pages of tripe by Basil Wolverton in #17. Leave the pages blank and we can doodle on them. -Al Heumann-Upper Darby, Penn.

...The girls you drew as the future Miss Potgold were disgusting and sickening. I also think you should leave the beer out of the comic-books. There is entirely too much beer being advertised now where kids can see it without it being in the comic-books. Now I know why they are banning some of the comic-books. - (Anonymous)

...In reading issue #17, I liked very much the Potgold feature. I think that you really showed what beer is. Keep up the good work. - (Anonymous)

...One item that you forgot in Julius Caesar is practiced by almost every comic-book publisher including yours! This is, the practice of putting exclamation points after every sentence! -Peter Graham-Fairfax, Cal.

...We of SPACMWP (Society for Prevention of Abuse, Cruelty, and Misuse of the Word Potrzebie) were horrified when we read the letter of Mr. Moss, Pres. of SPAMWF (Society for Prevention and Misuse of the Word Furshluginer), in which he came right out and insulted the word Potrzebie. Such thoughtlessness and insolence cannot go on unnoticed. We thought it was bad enough the way you were mutilating the true meaning of the word in your stories. We wish you would stop. Also, we demand an apology from Mr. Moss. -T. R. Lee (pres. SPACMWP)-Waukesha, Wis.

...You can't imagine how shocked we at SPAMWP (Society for the Prevention and of Abuse and Misuse of the Word Potrzebie) were when we read the letter from that Burl Moss person. -Robert Jolly (pres. SPAMWP)-San Antonio, Tex.

...We think that this is a very uncouth accusation and from now on, we of APMUWP (Association for Prevention and Misinterpretation and Use of the Word Potrzebie.) will have nothing to do whatsoever with their silly word. -James Cromwell (pres. APMUWP)-Rush, Tex.

...We of the SFWP (Society for the Furtherment of the Word Potrzebie) demand an apology. -Philip Winterson (pres. SFWP)-Winchester, Mass.

...I was amazed at the blast you took at Joe McCarthy and Roy Cohn in MAD #17. It seems like you guys should leave your hands off politics in your mags. Communism is no joke!... and neither are the men who fight it. You can't stay in business writing stuff like that. -Nelson Lyon-Parsippany, N. J.

...MAD analysed: *Psychologically*-A release of socially induced inhibitions through hyperbolic portrayal of the conventional aspects in the inhibitory agents; *Egoistically*-A mechanism for personal (editors) and general (readers) exultation by ludicrous grasping of the universal components which comprise existence; *Historically*-An inevitable reaction to the current evolution of human understanding where traditions, prejudices, systems, cultures and technology have been extended to unprecedented planes of specific intricacy but total incongruity; - *Medicinally*-An ingenious consideration of the world's prognosis and superb panacea for the condition; *Metaphysically*-A bold and expansive effort at comprehending in the most possible omniscience and frequently *sub specie aeternitatis*; *Pecuniously*-A diabolically clever method of obtaining a speedy shekel (fast buck). -Ernest Sherman-(Negative Residential Indication)

...Wallah! What a magazine! The stories within these covers would have pleased the Commander of the Faithful himself. Has it not been truly written... There is no MAD but MAD, and Melvin is its Prophet. Salaam, Sidi Effendi, and by the Ninety and Nine Names of Potrzebie, give us more. -Sheik el John el Gaboury-(No Address)

...I think your mag is swell for squashing spiders. -B. L. D. -Blythe, Cal.

...I thought you'd be interested in knowing that your comic is more popular than igisher, ehougha, and many more. -Peggy Dart-San Diego, Cal.

...What kind of idiot is so touchy that he will mistake the Mona Lisa for the Madonna or shout "Prejudice!" when you satirize an already satirized Chinese (Mad Mumbblings, Issue #17)? MAD is by far the most intelligent and mature comic on the market, besides the generally wittiest. From the start, you have cleverly pointed out the stupidities, the idiocies, the hypocracies of life today. You are the only comic that has dared to be subtle... to assume intelligence on the part of the reader. Your wide adult circulation has proven a point: that it is possible to be funny while you advance a worthwhile message. I think I speak for most readers when I say, keep it up. You haven't been stepping on any toes that don't need it. -Ted Nelson-New York, N. Y.

...I have read plenty of comic-books, and most of them are real childish. At least you have hit on a book that grown-ups can get a laugh out of. My buddies and I get a real jolt from your humor. -Pfc. Frank Blahnik-Yangu, Korea.

...Please be advised that your book MAD has been relegated to the incinerator since its first appearance in our home. Its ugly, sexy caricatures of the human face and form and suggestive theme are obnoxious. What a way to earn a living! -Mrs. M. E. Biggs-San Jose, Cal.

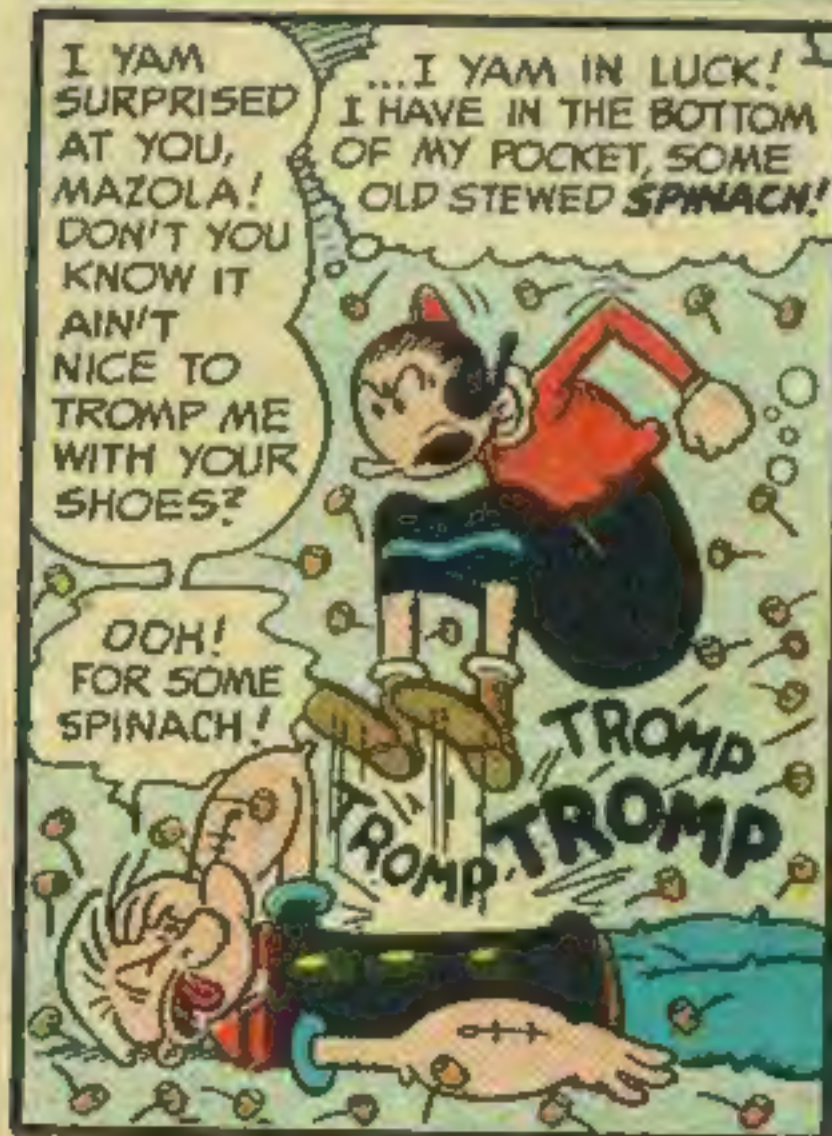
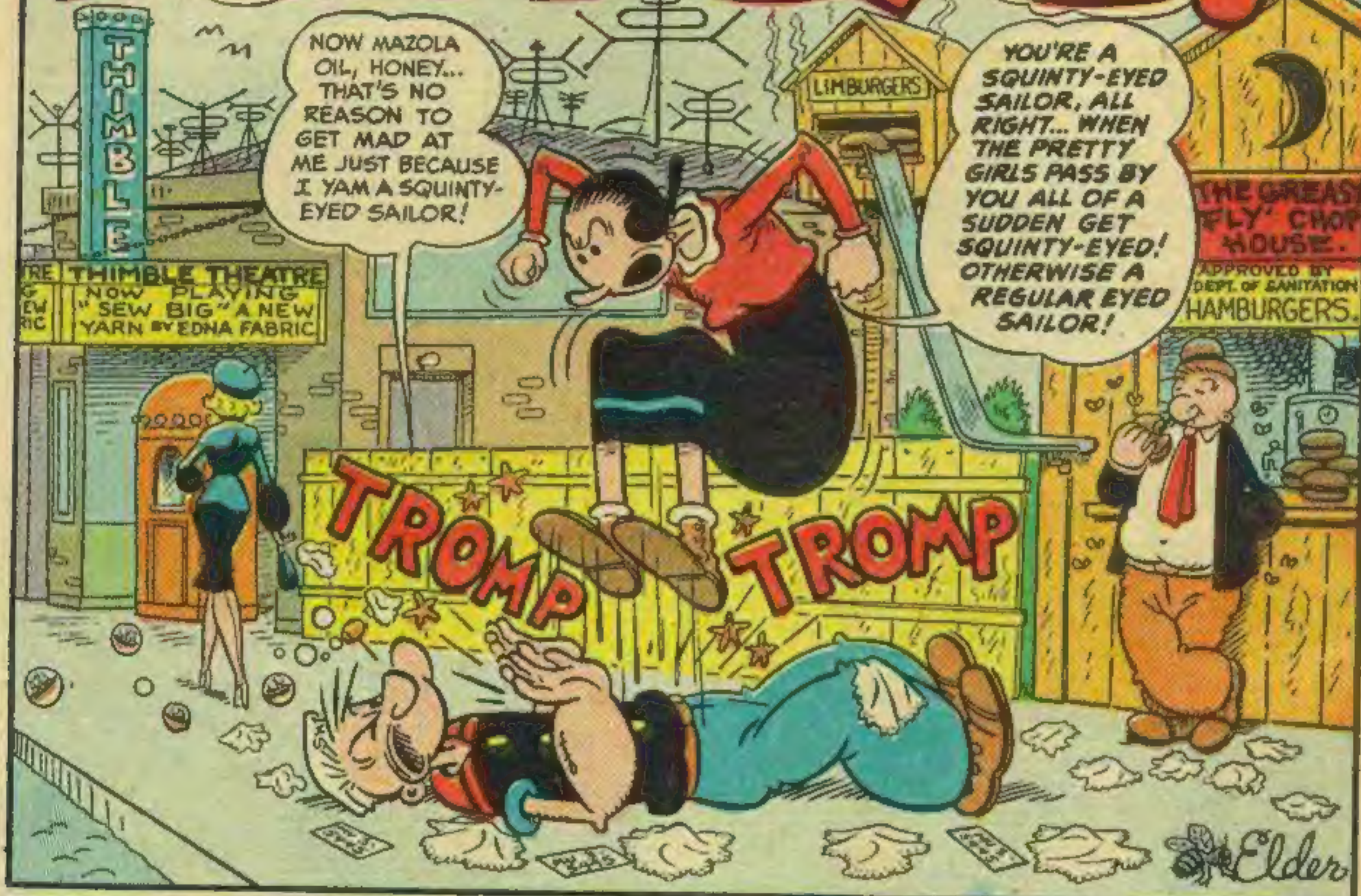
advertisement

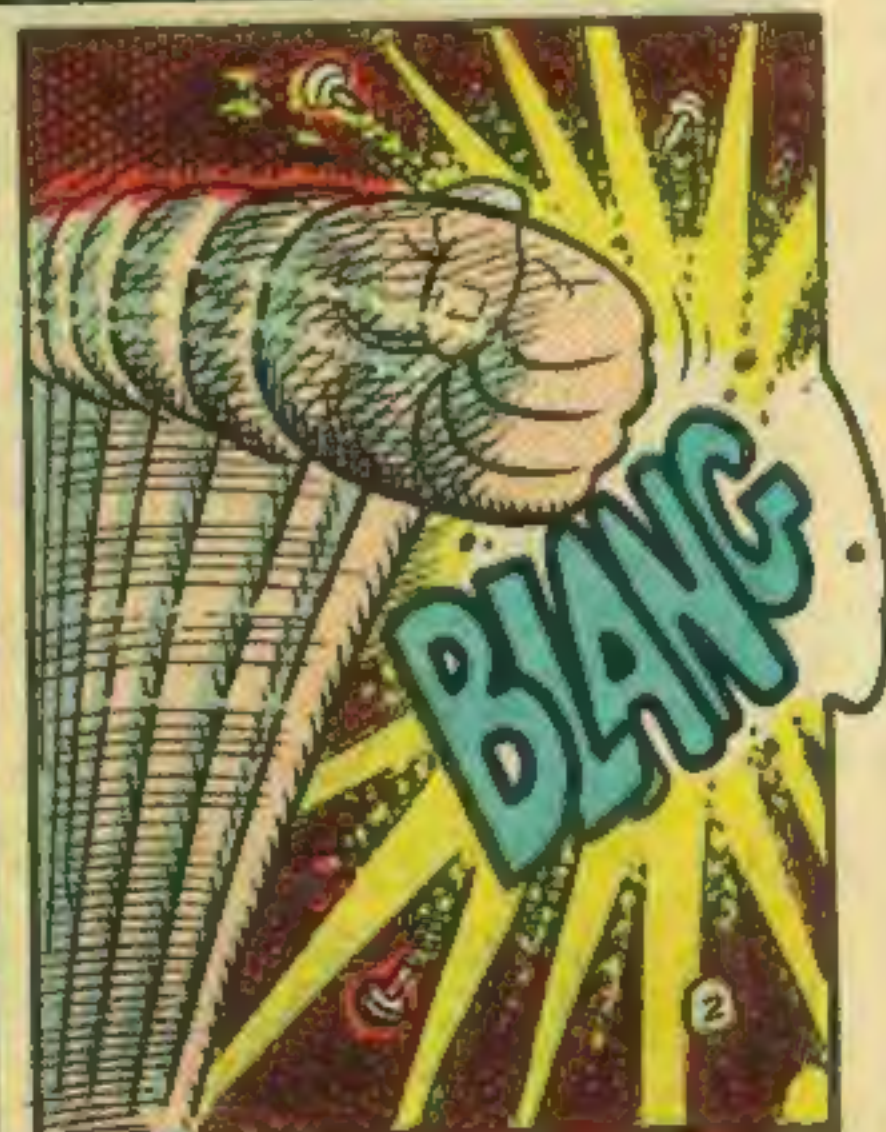
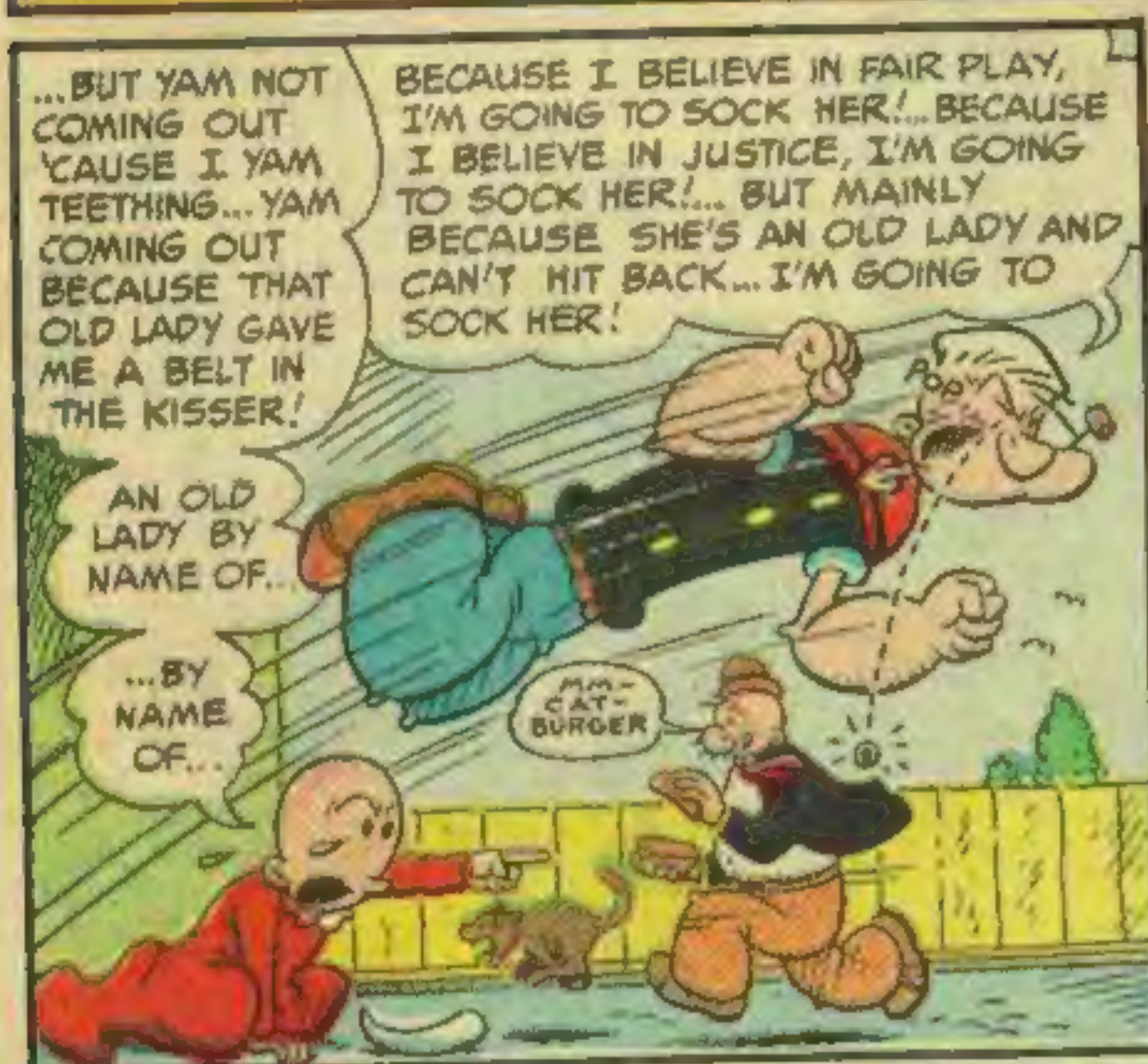
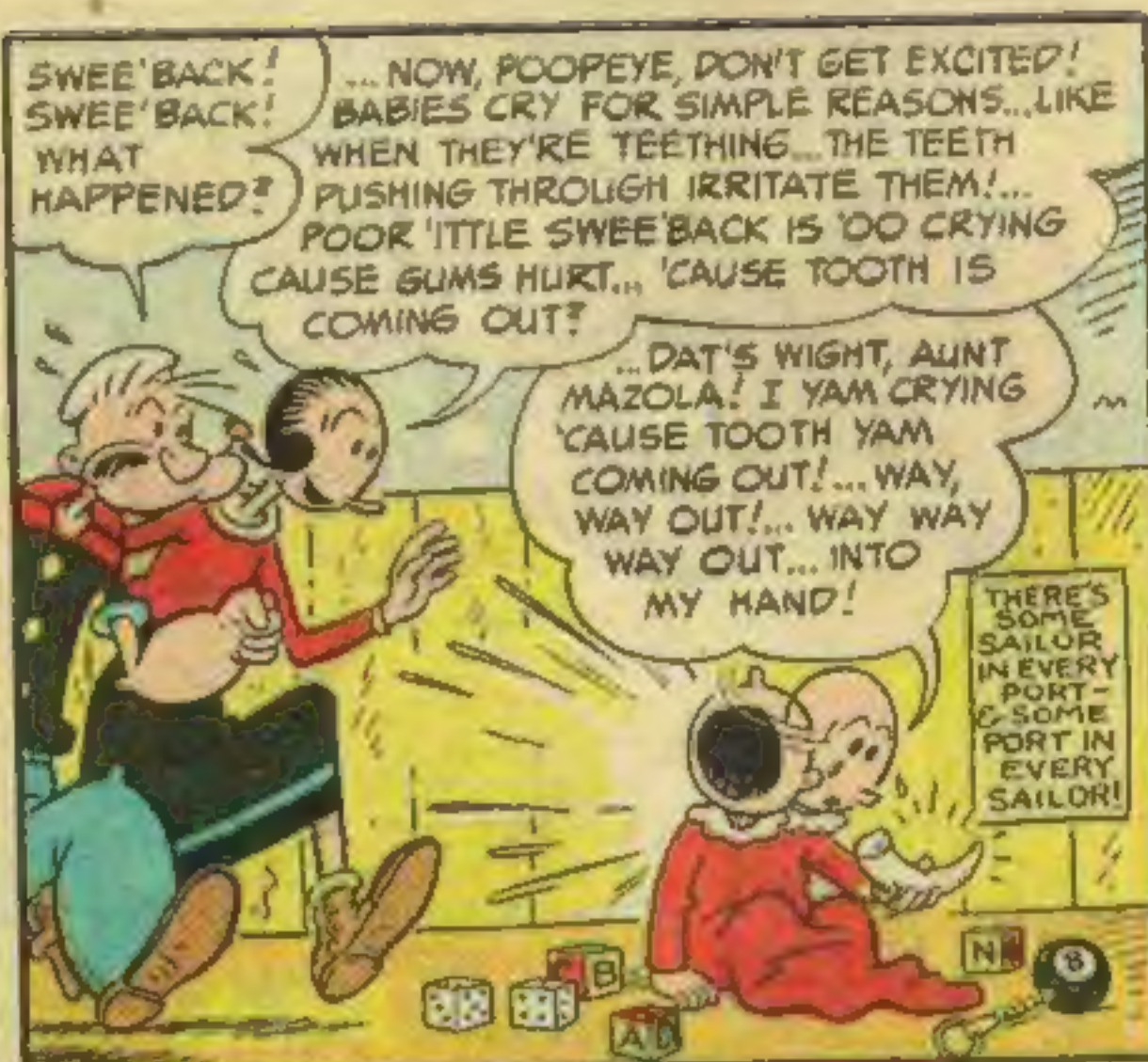
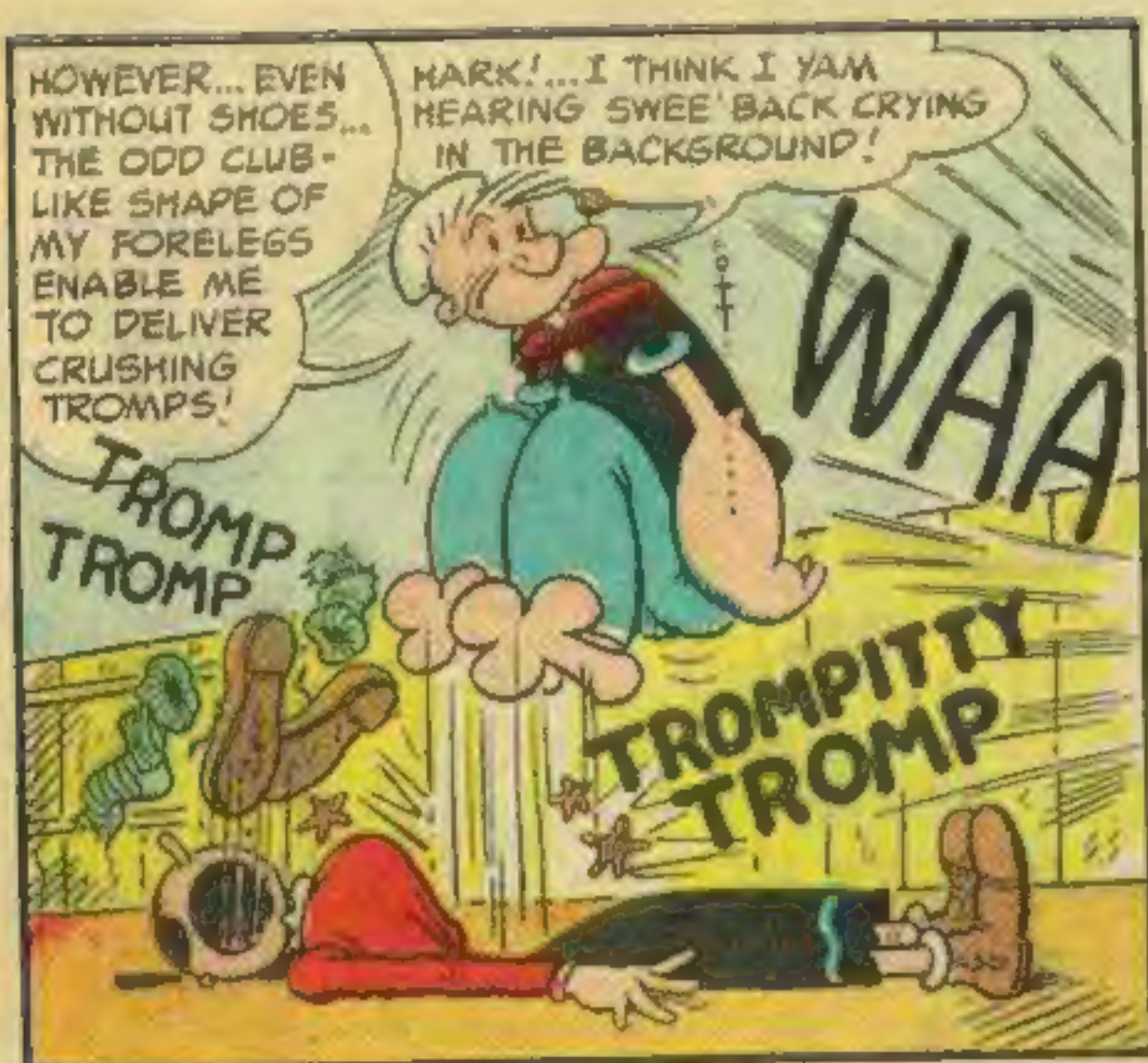
Help us earn our miserable living. Send money for subscriptions. \$1.00 for eight issues mailed in bullet-proof manila envelopes. Address all mail to:

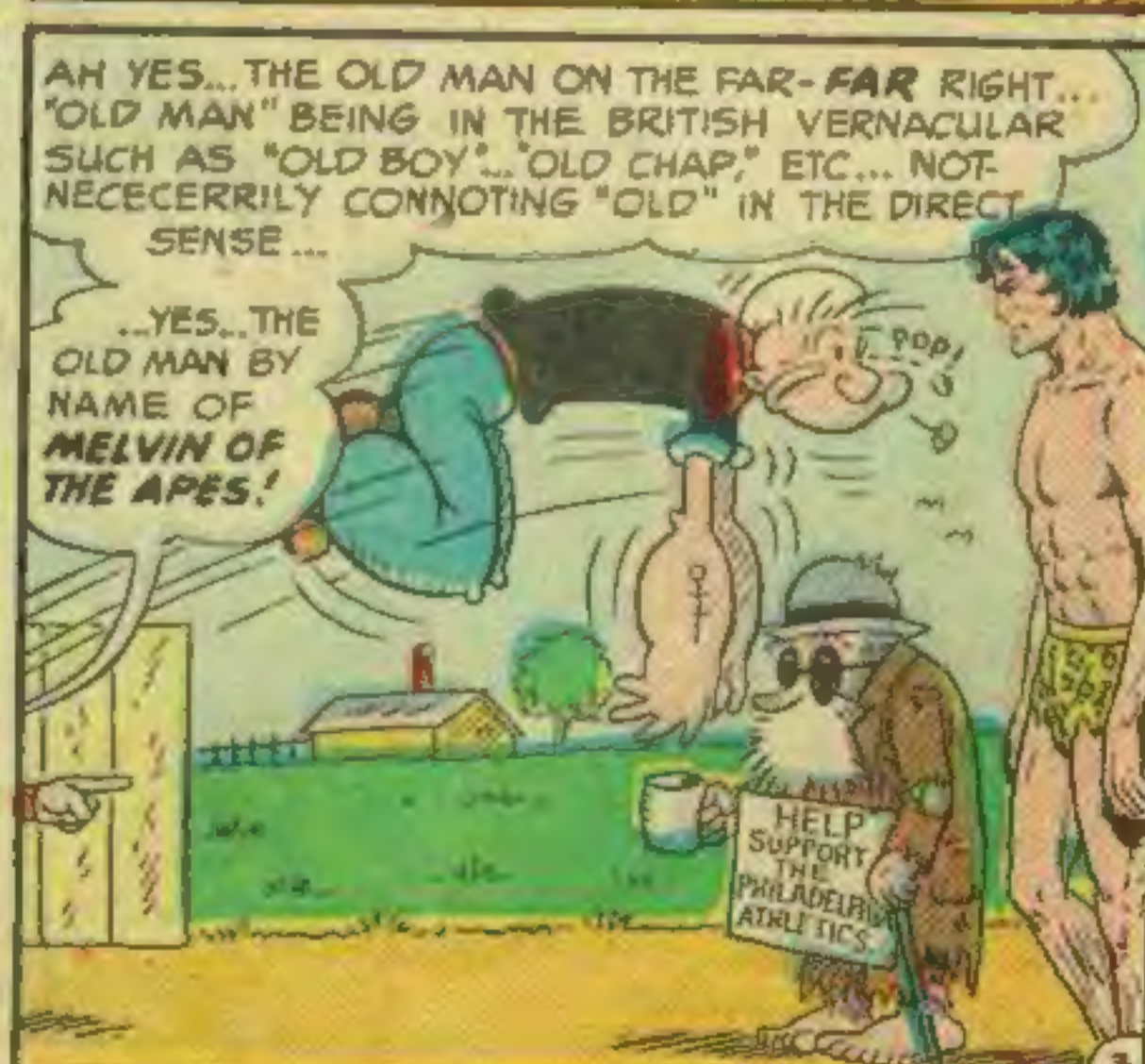
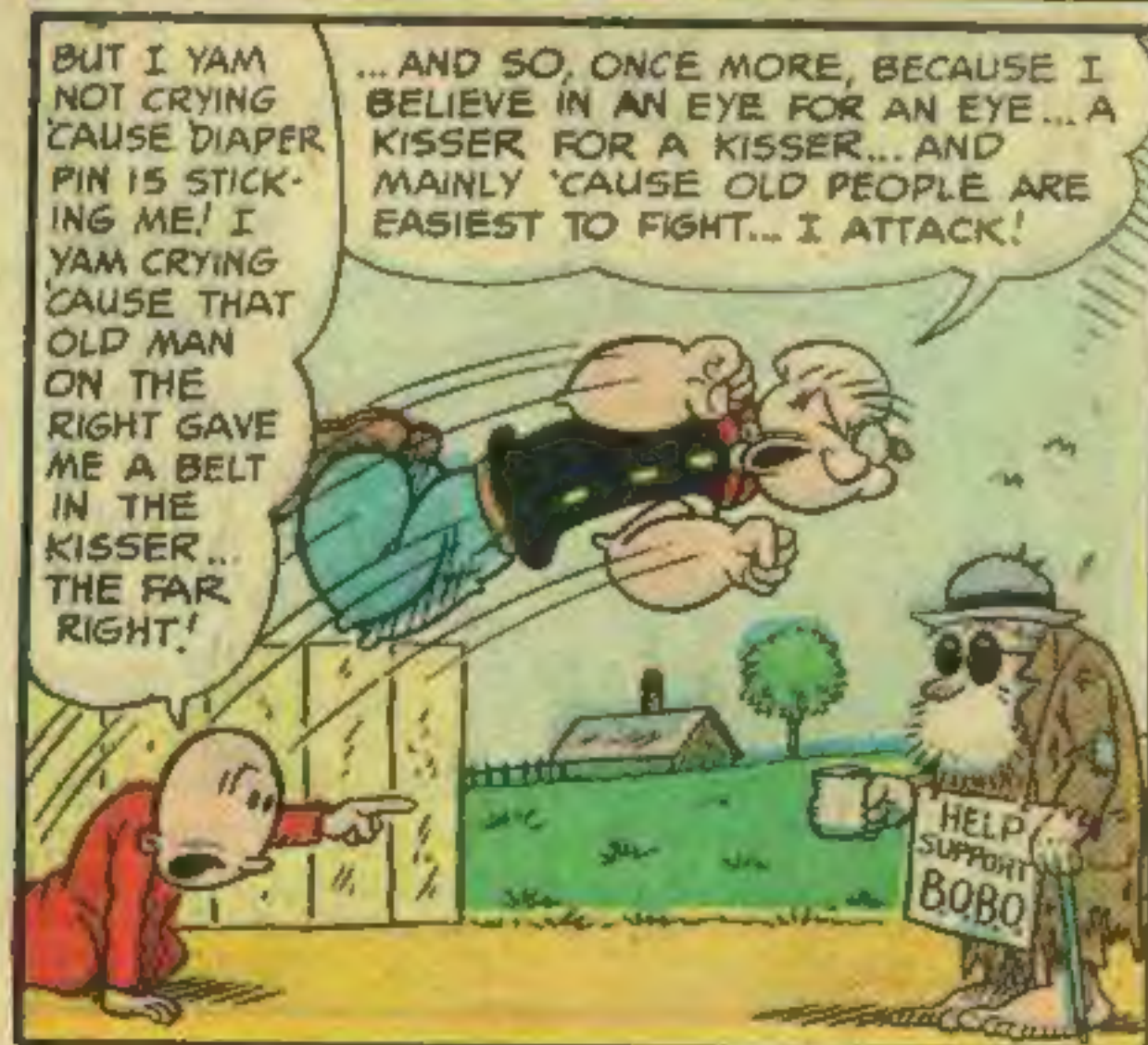
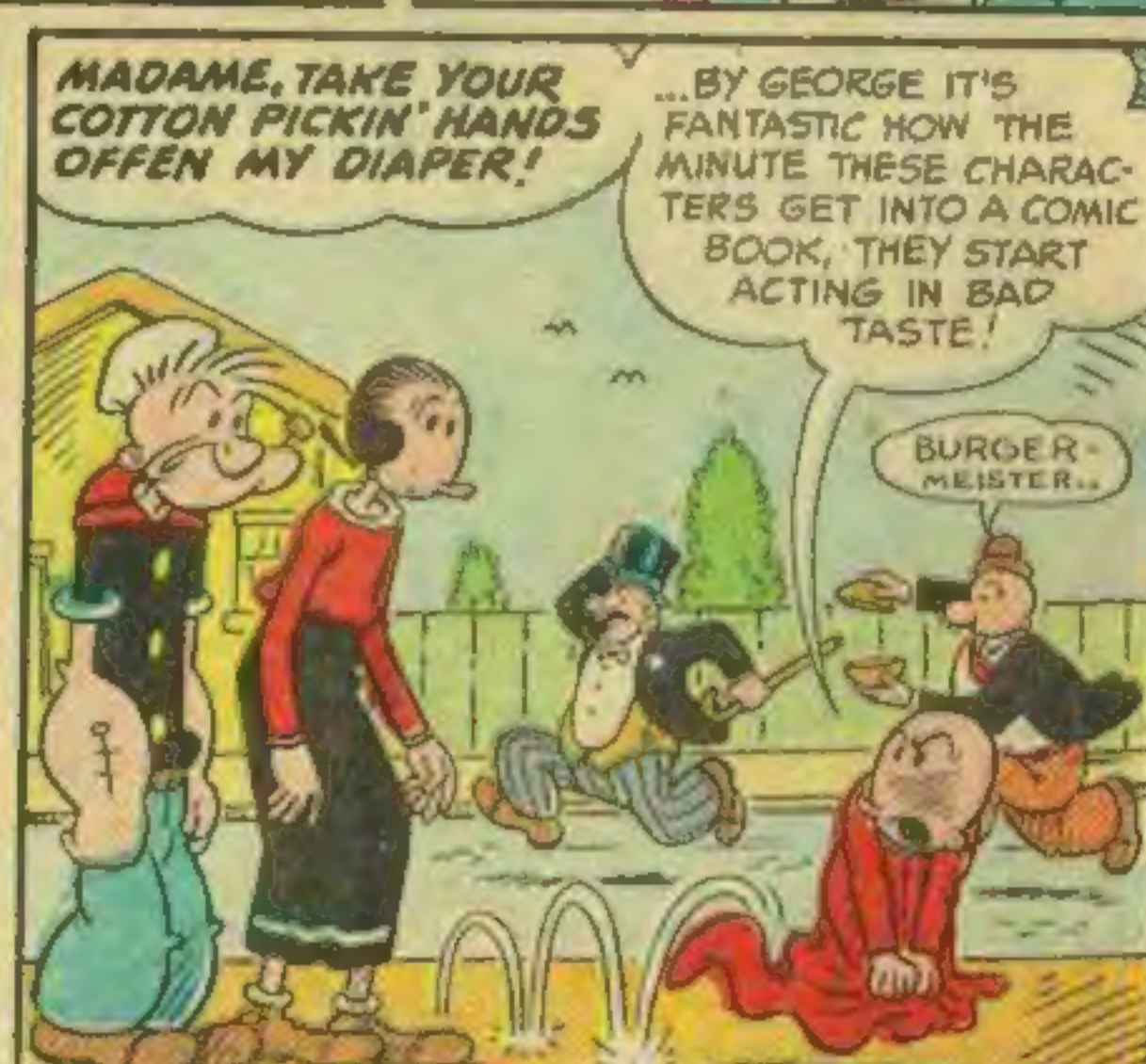
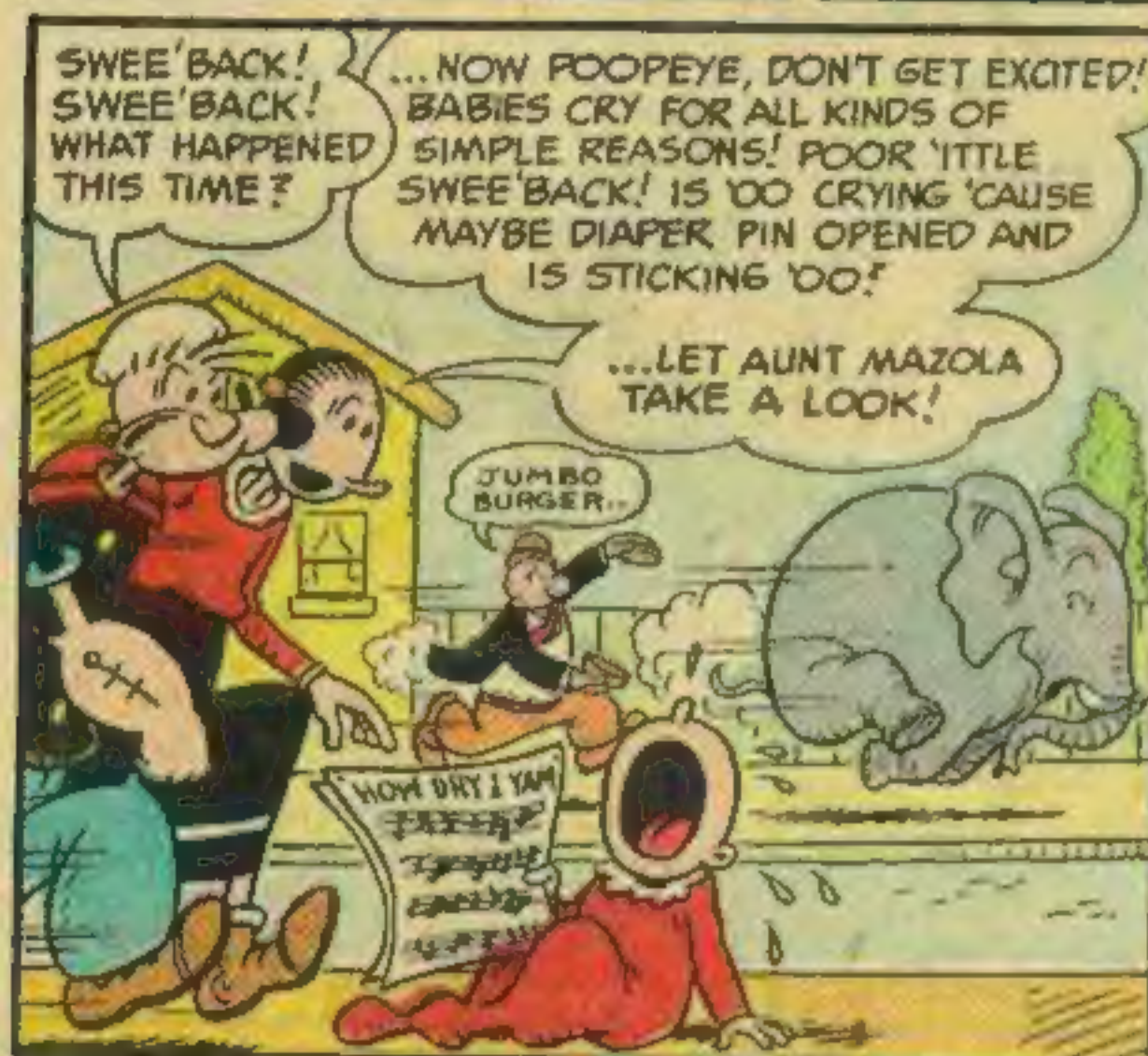
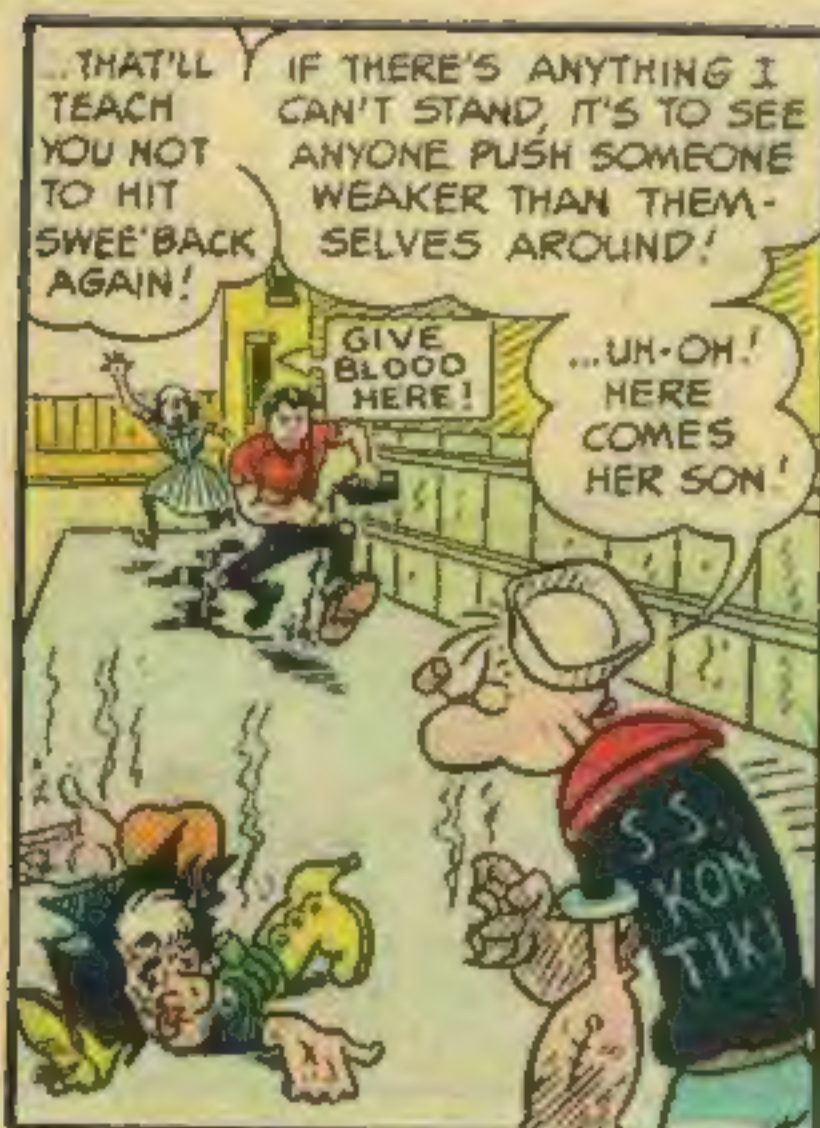
MAD editors
Room 706 Dept. 21
225 Lafayette Street
New York 12, New York

NEWSPAPER CARTOON DEPT.: ONE THING THAT GETS US ABOUT THE CARTOON WORLD IS...YOU HAVE THESE STRONG GUYS!...NO MATTER WHAT HAPPENS...NO MATTER HOW BAD THINGS ARE... NO MATTER WHAT...WHO...HOW...WHO...WHO...HOW...HA...WHO...HA-WHO...WHO-HA...THESE GUYS WIND UP BEING THE STRONGEST!... LIKE FOR INSTANCE...TAKE THIS GUY...

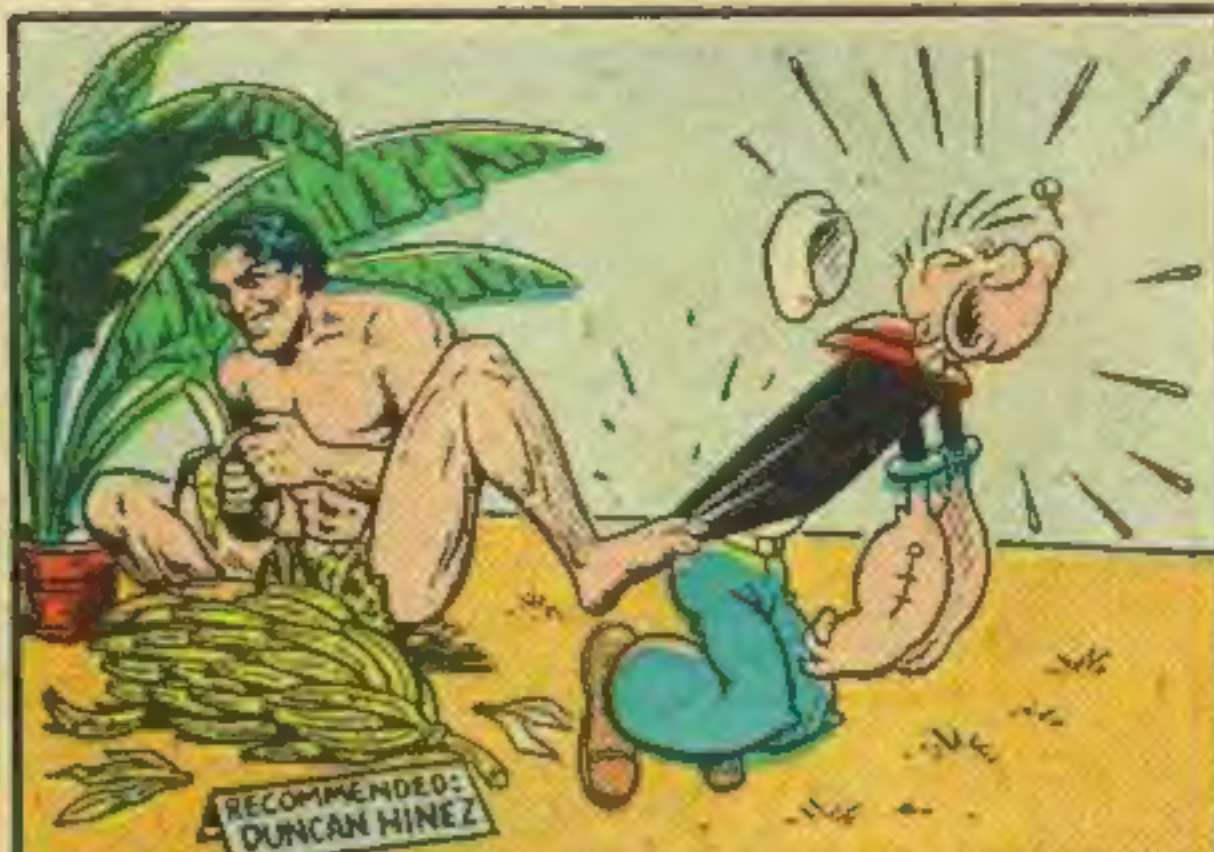
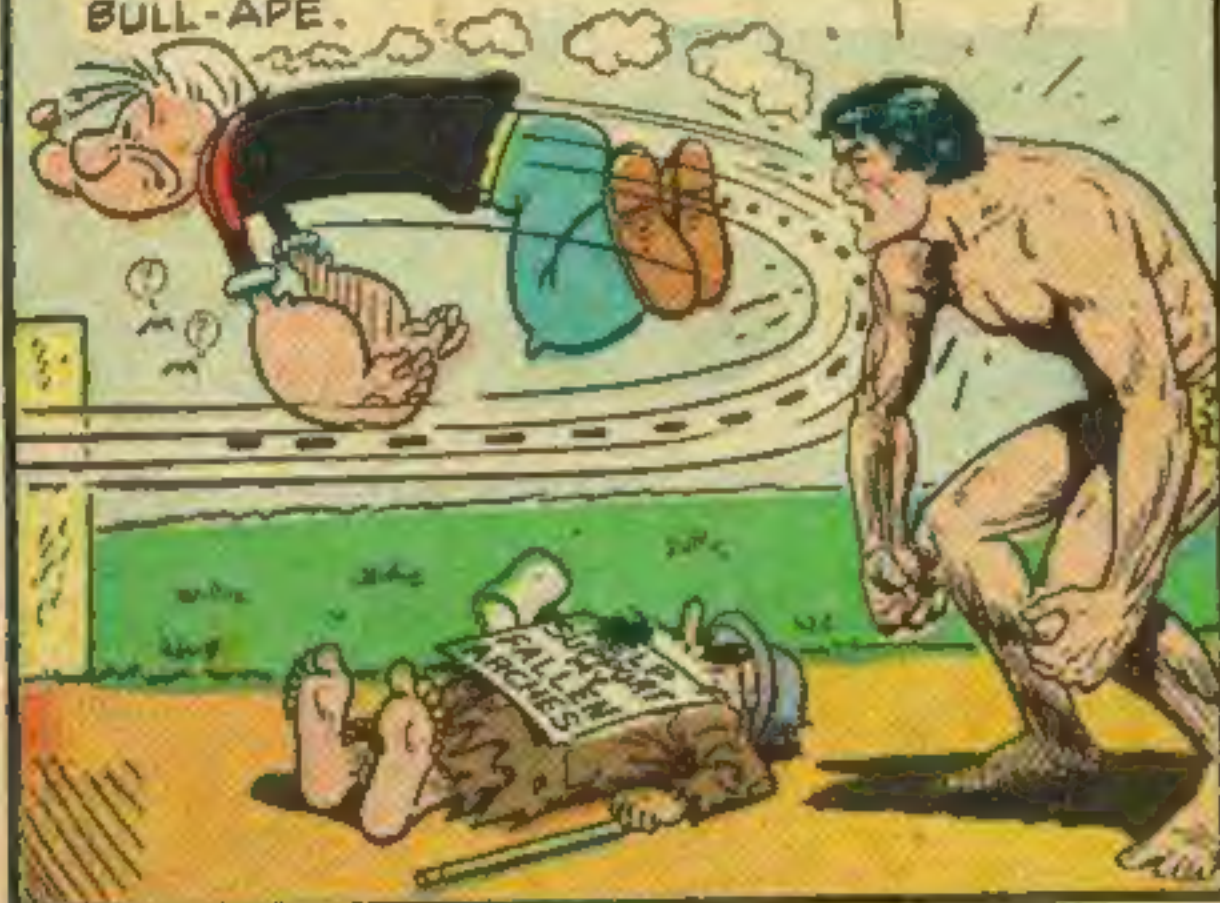
POOPEYE!



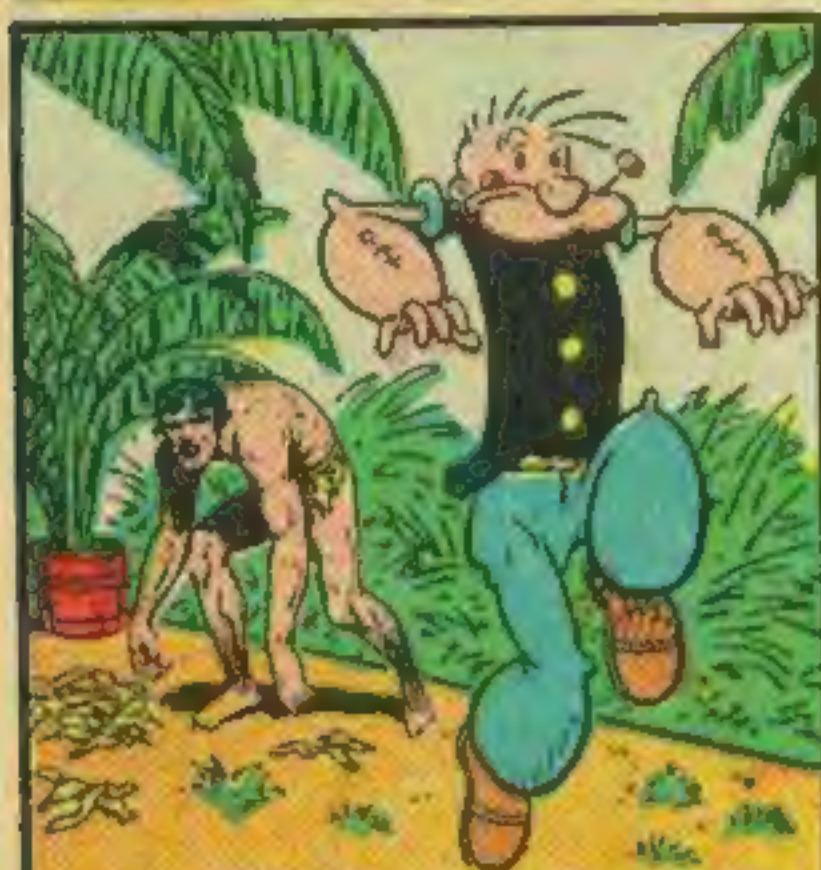




... THE JUNGLE-LORD... SENSING A CHALLENGE IN THE TWO-LEGGED NGANI, IMMEDIATELY ASSUMES THE DEFENSIVE STANCE... UTTERING THE LOW WARNING GROWL OF NGAMBO, THE BIG BULL-APE.



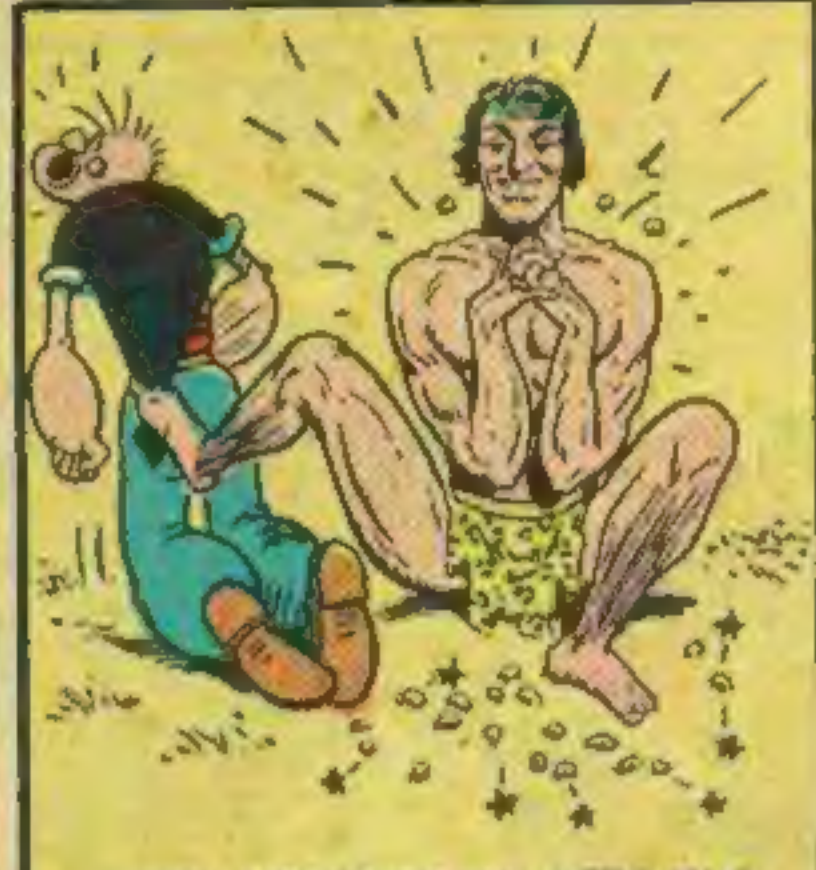
THE SQUINT-EYED NGANI, HOWEVER, SLILY ATTEMPTS THE DIVERSIONARY RUSE OF OFFERING THE JUNGLE LORD A BUNCH OF JAMBO UMBALLA WHICH DOES NOT FOOL THE APE-MAN WHO TAKES A FIRM HOLD ON THE NGANI WITH HIS TOES.



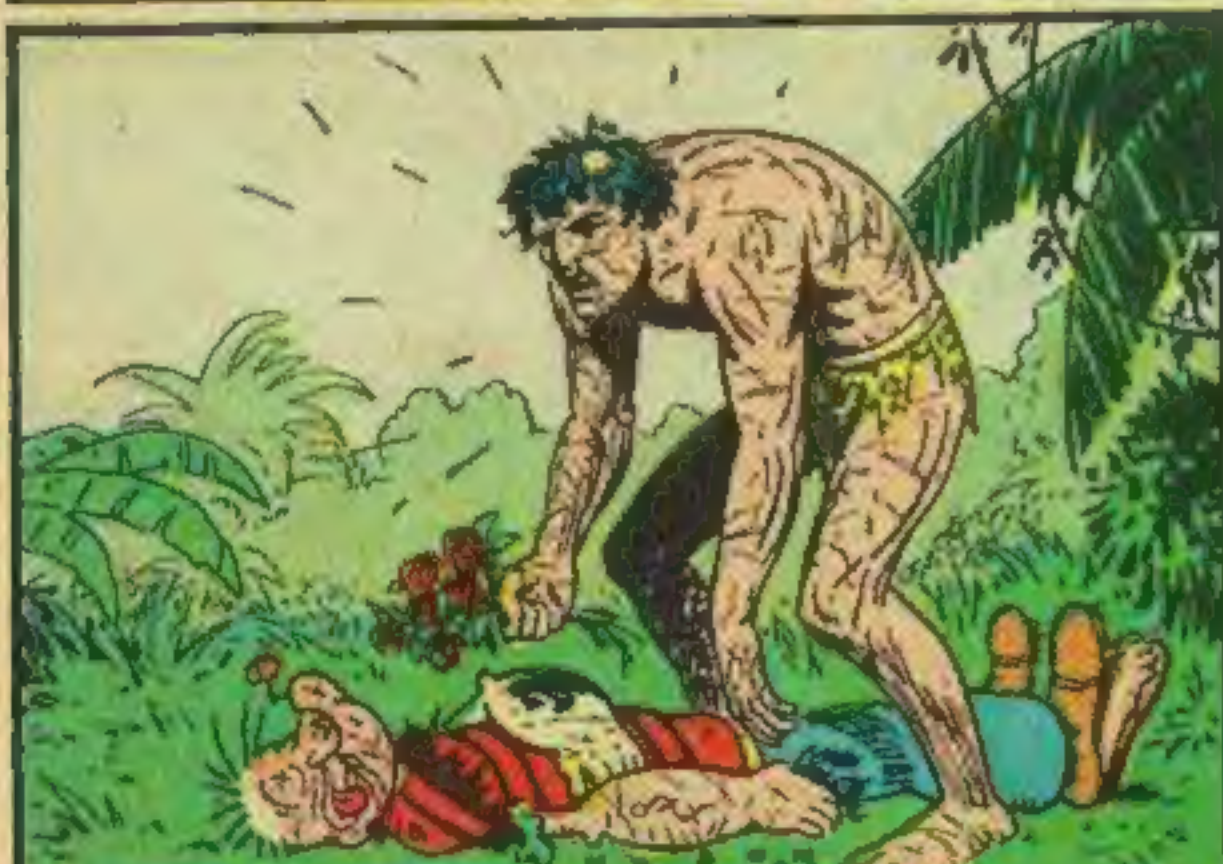
AND NOW... THE APE-MAN STALKS HIS PREY, MUCH LIKE NGOWA THE LION OR NGALLA THE ELK OR MAYBE NGOOMBA THE KNIGHT OF PYTHIAS.



...SUDDENLY, THE JUNGLE LORD LEAPS... HIS SINEWY ARMS CLOSING LIKE STEEL BANDS... MUSCLES TENSING, STRAINING, BULGING, TILL A LOUD "CRACK" IS HEARD...



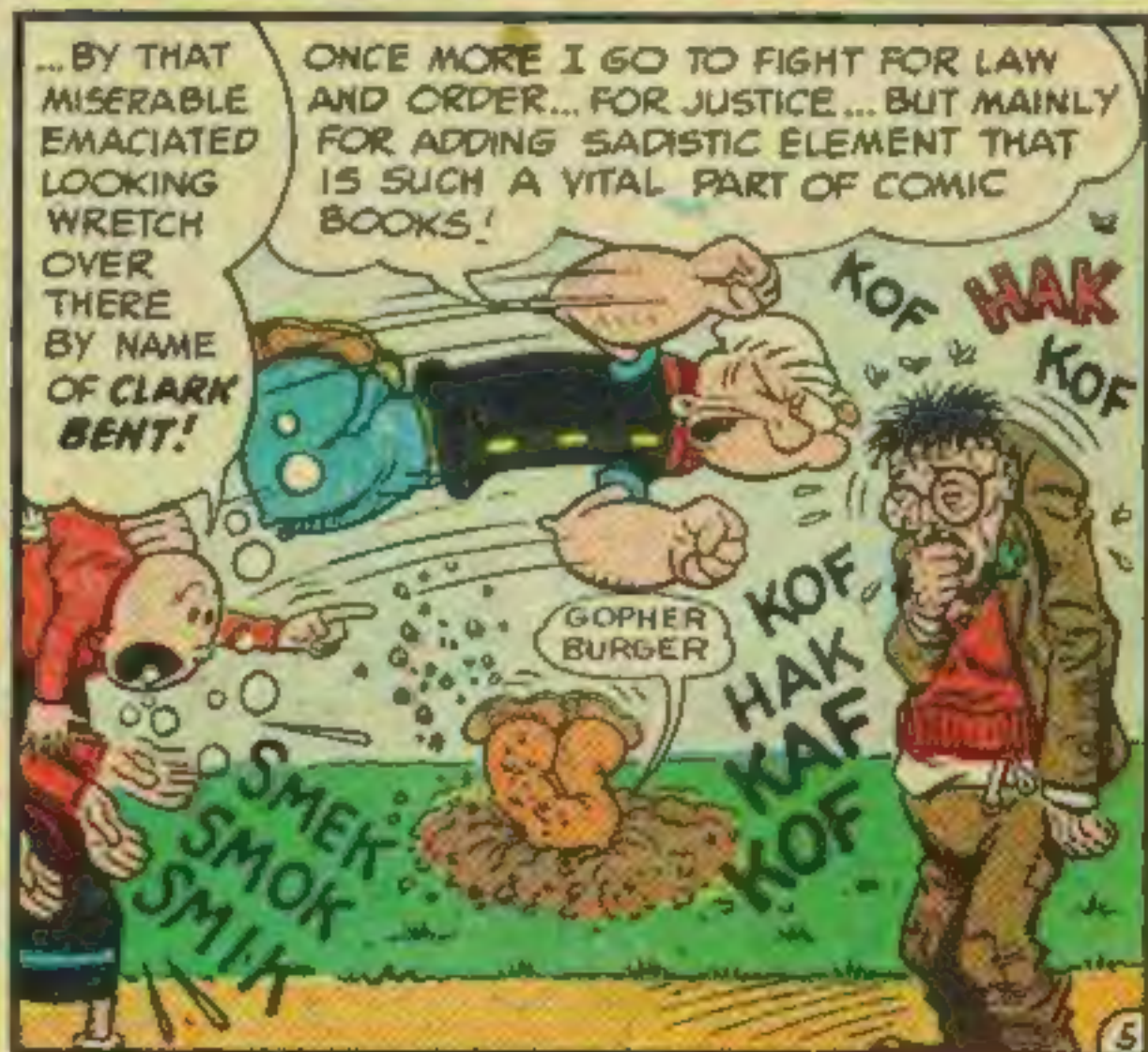
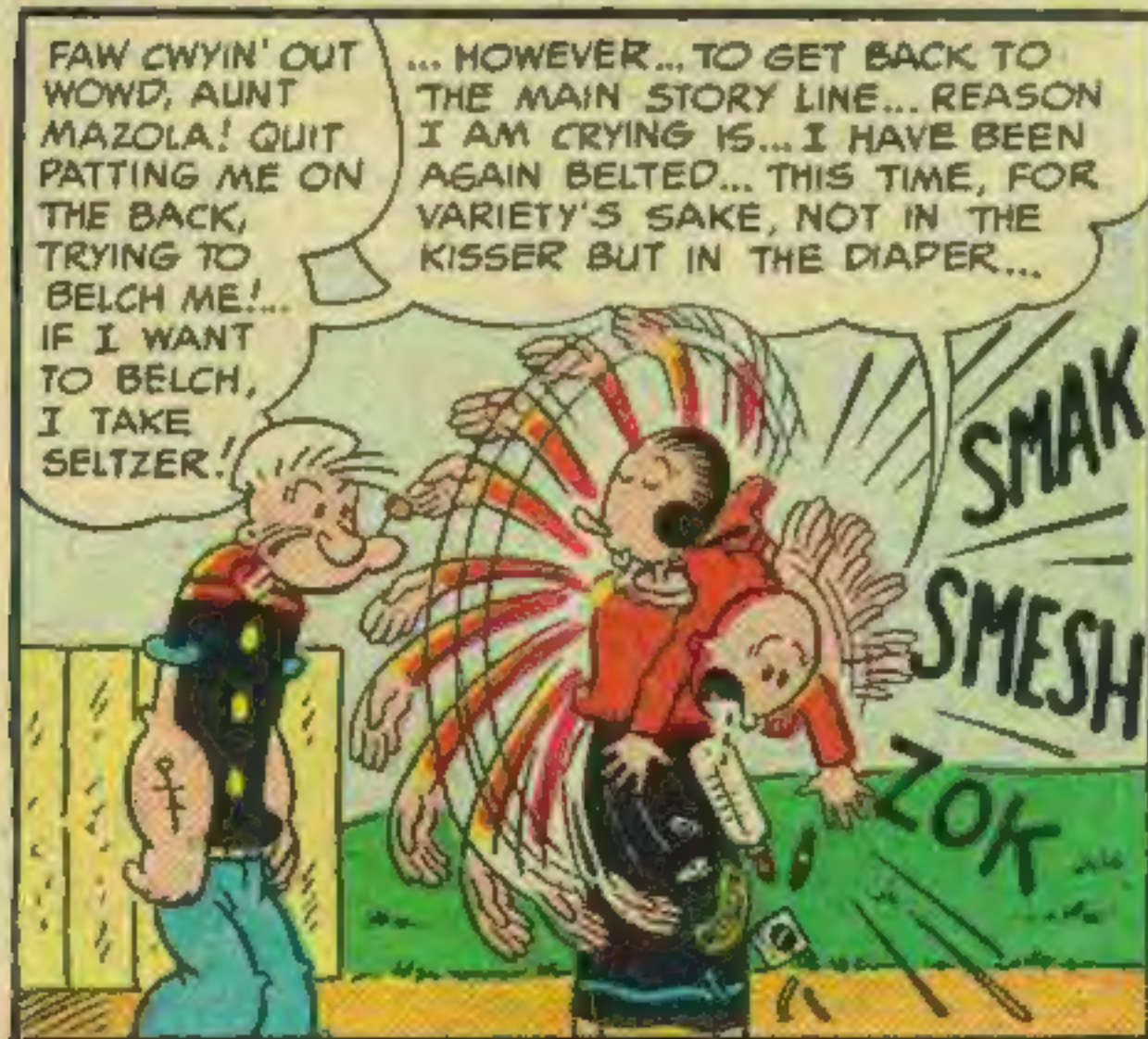
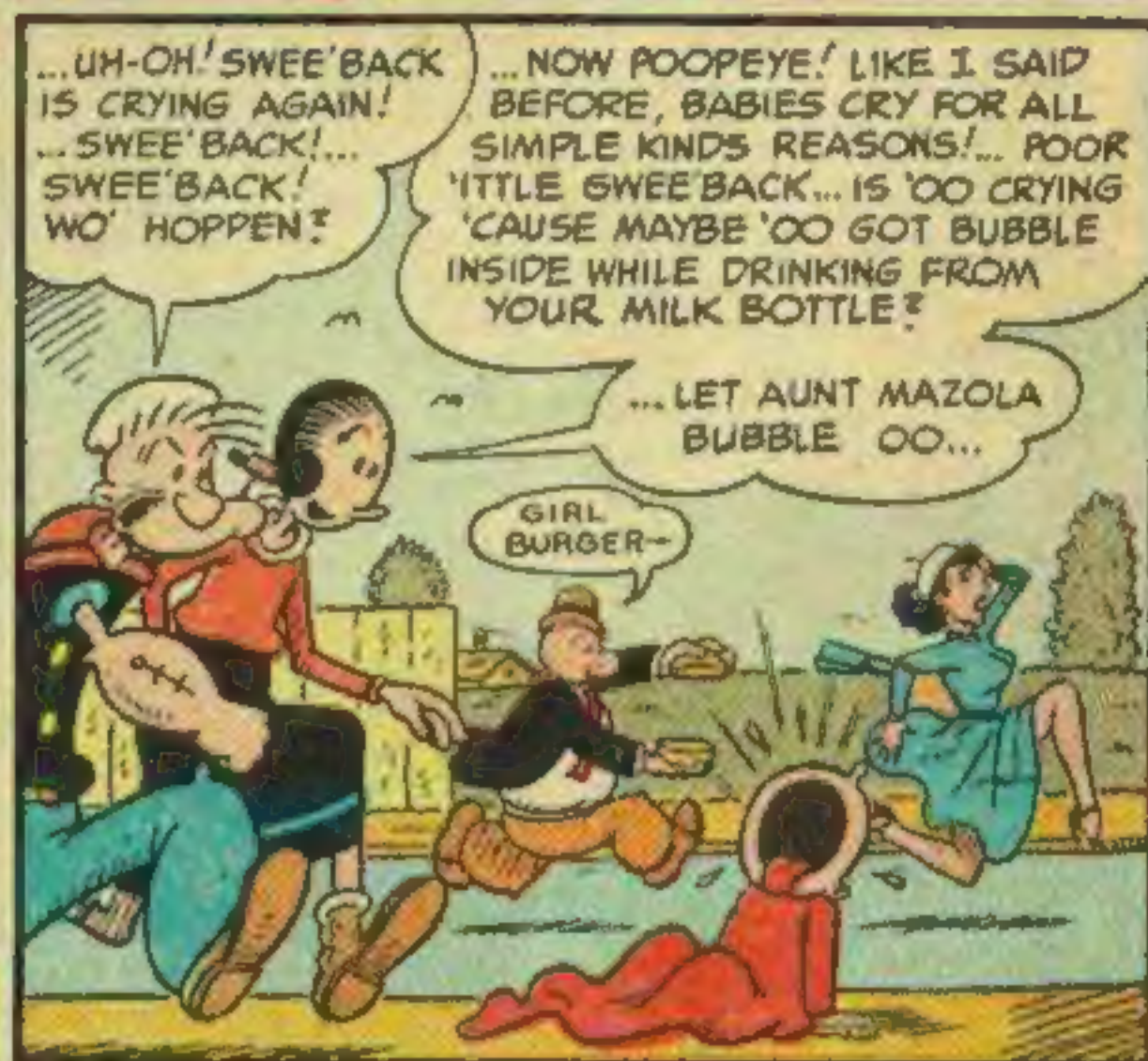
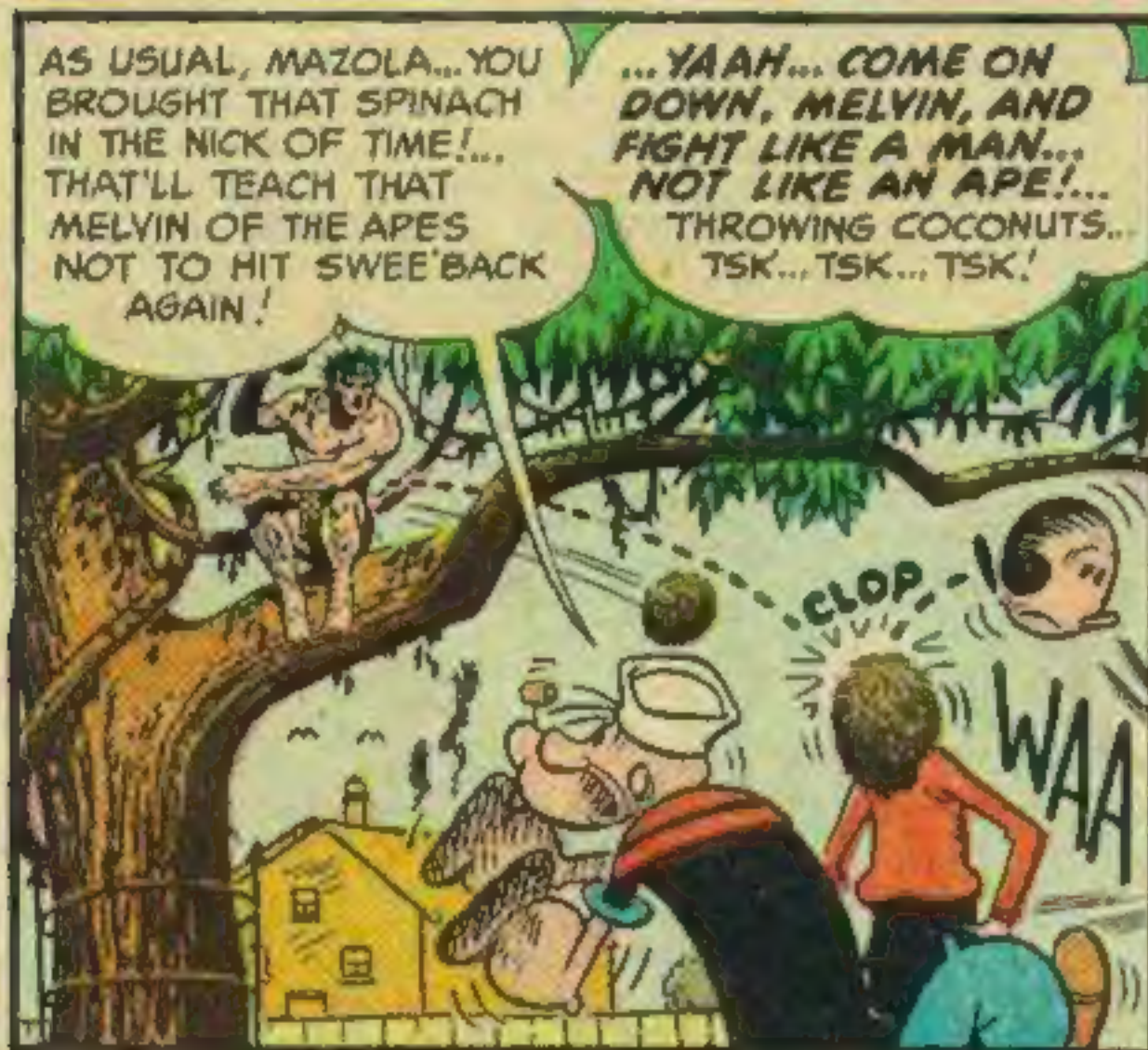
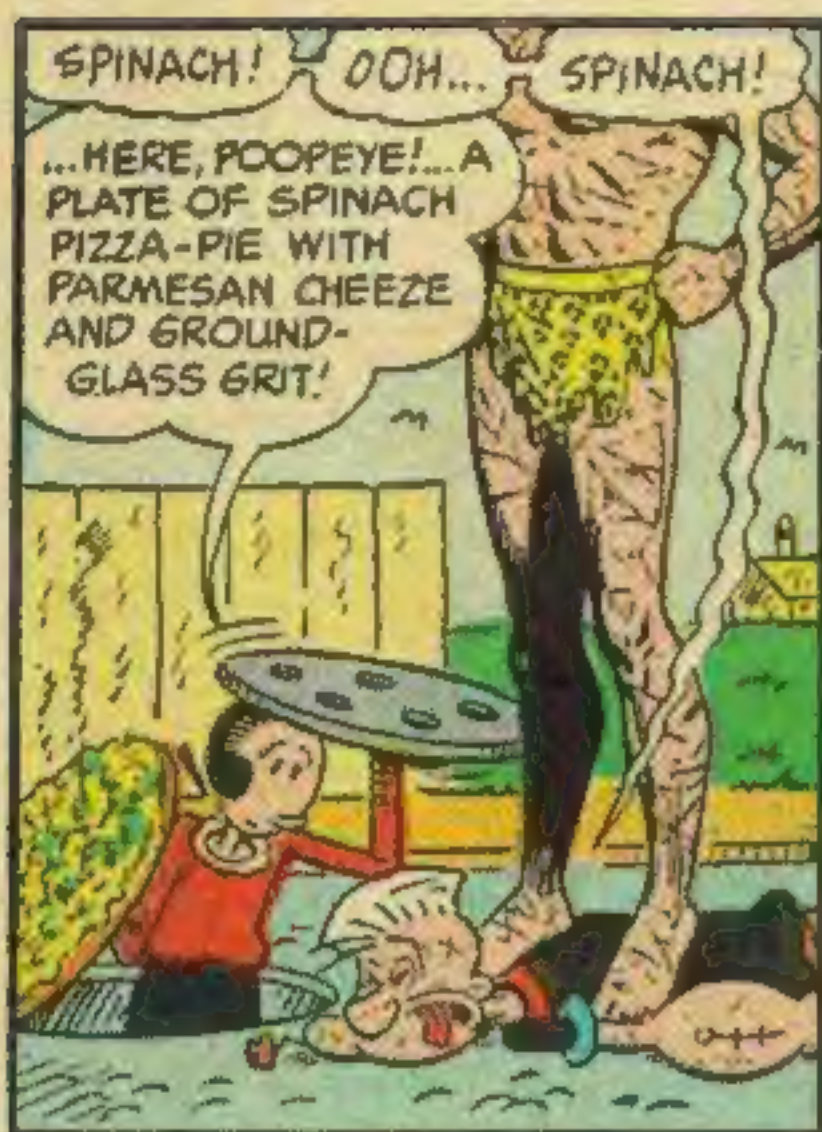
...FOR MELVIN OF THE APES HAS A SICKENING HABIT OF CRACKING HIS KNUCKLES ALL THE TIME! ...THEN WITH HIS KNUCKLES AUS-GECKRACKED... BACK TO THE ATTACK.

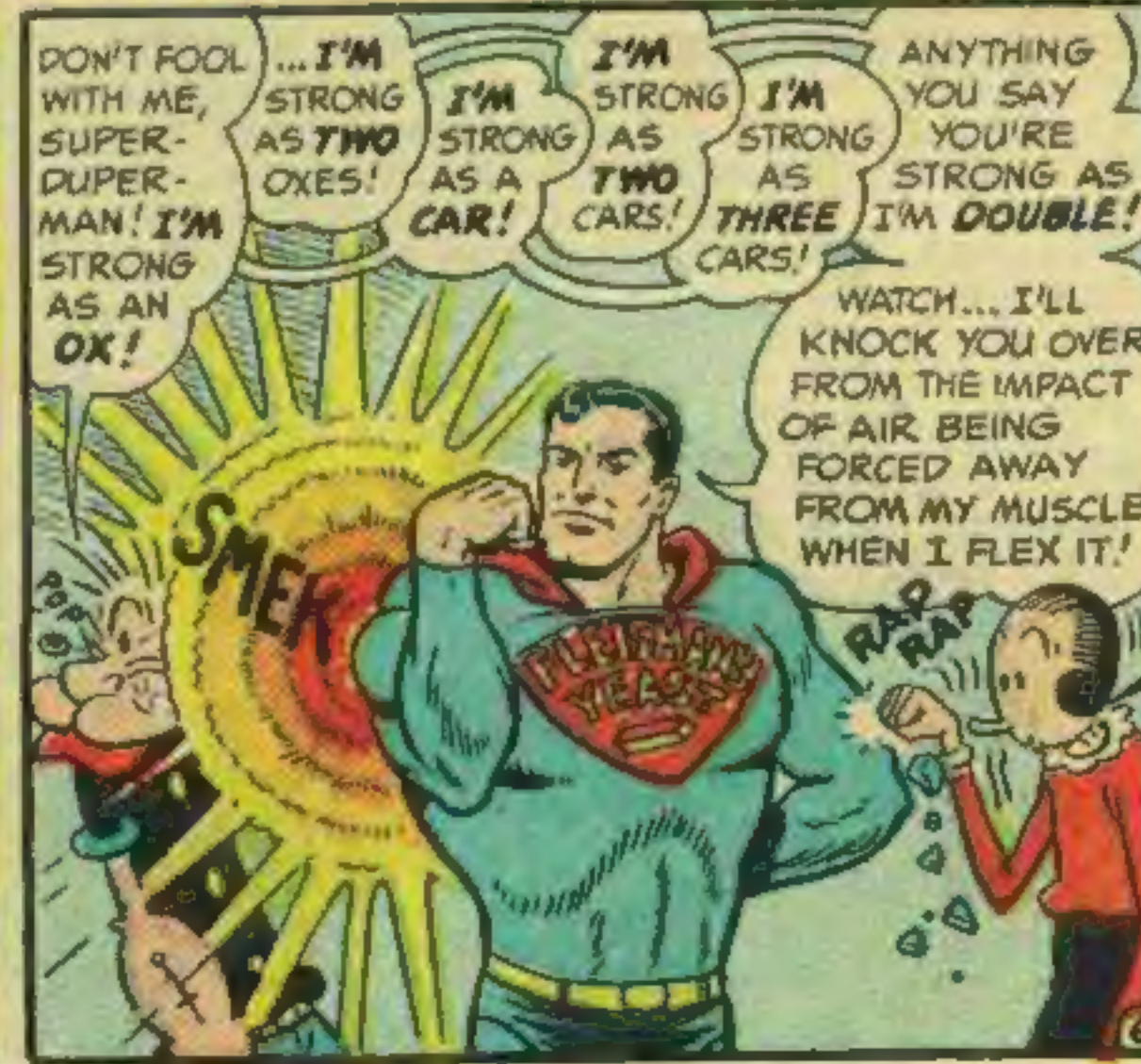
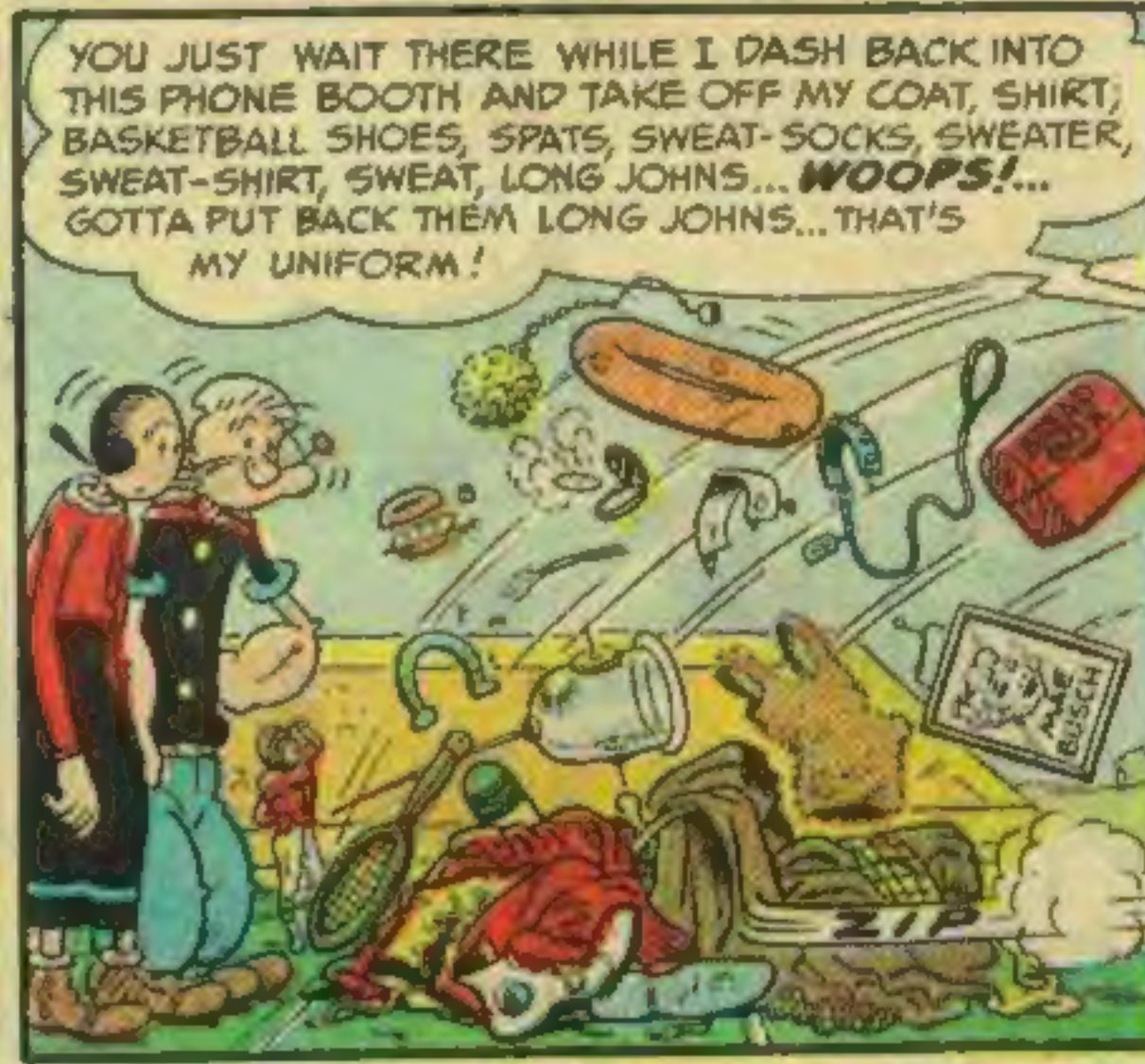
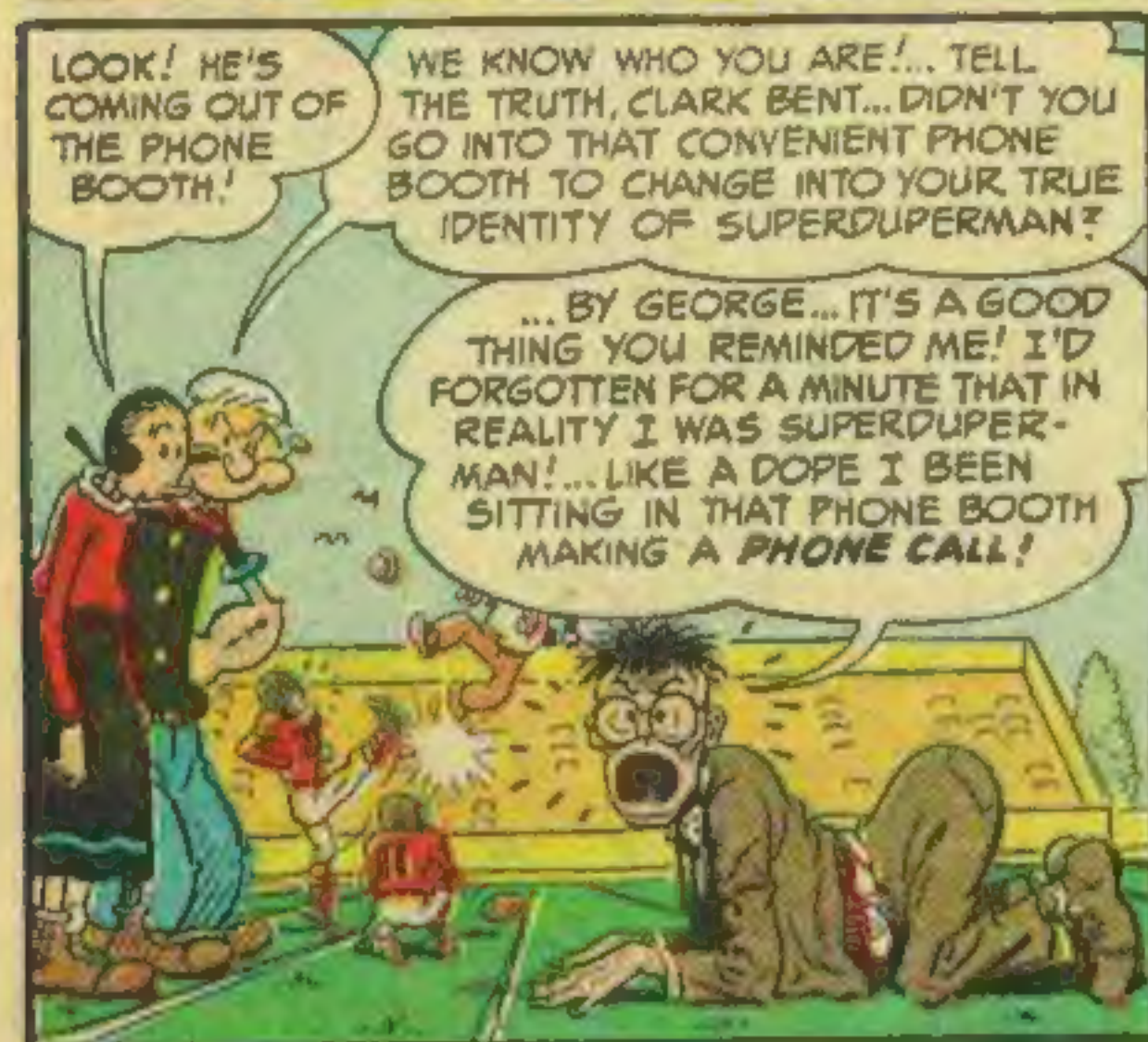
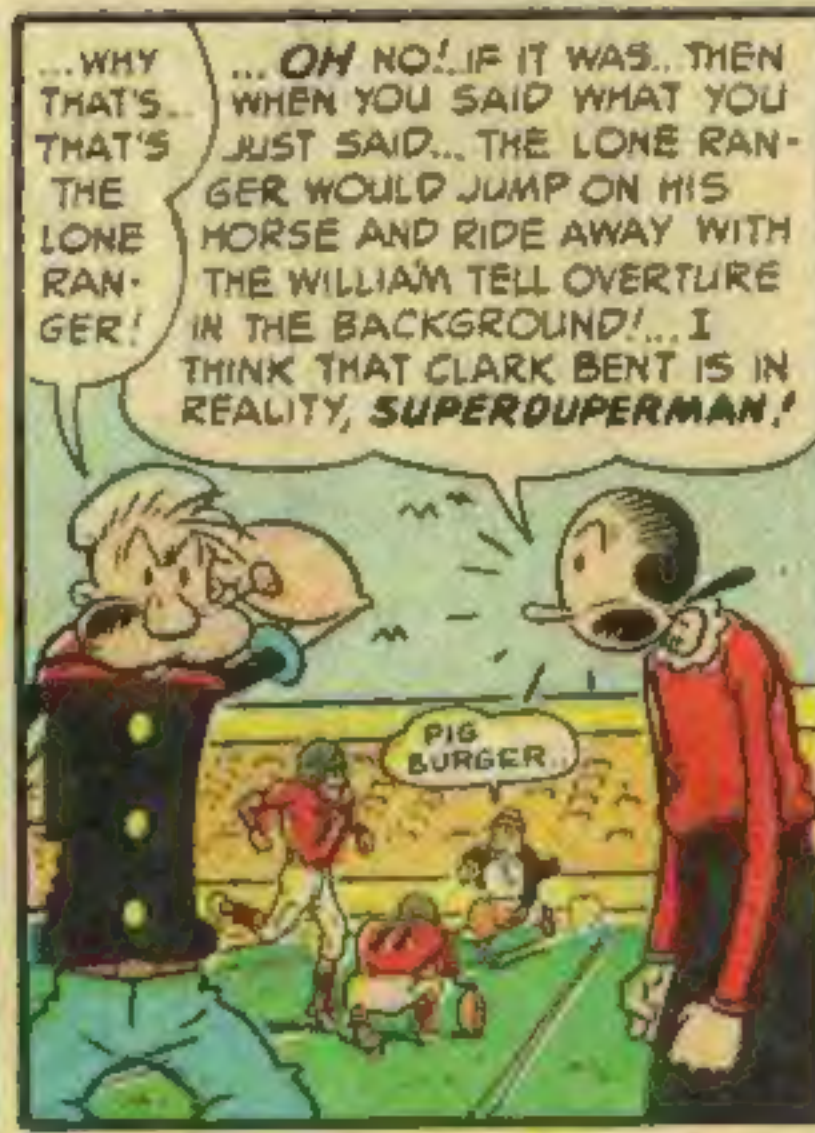
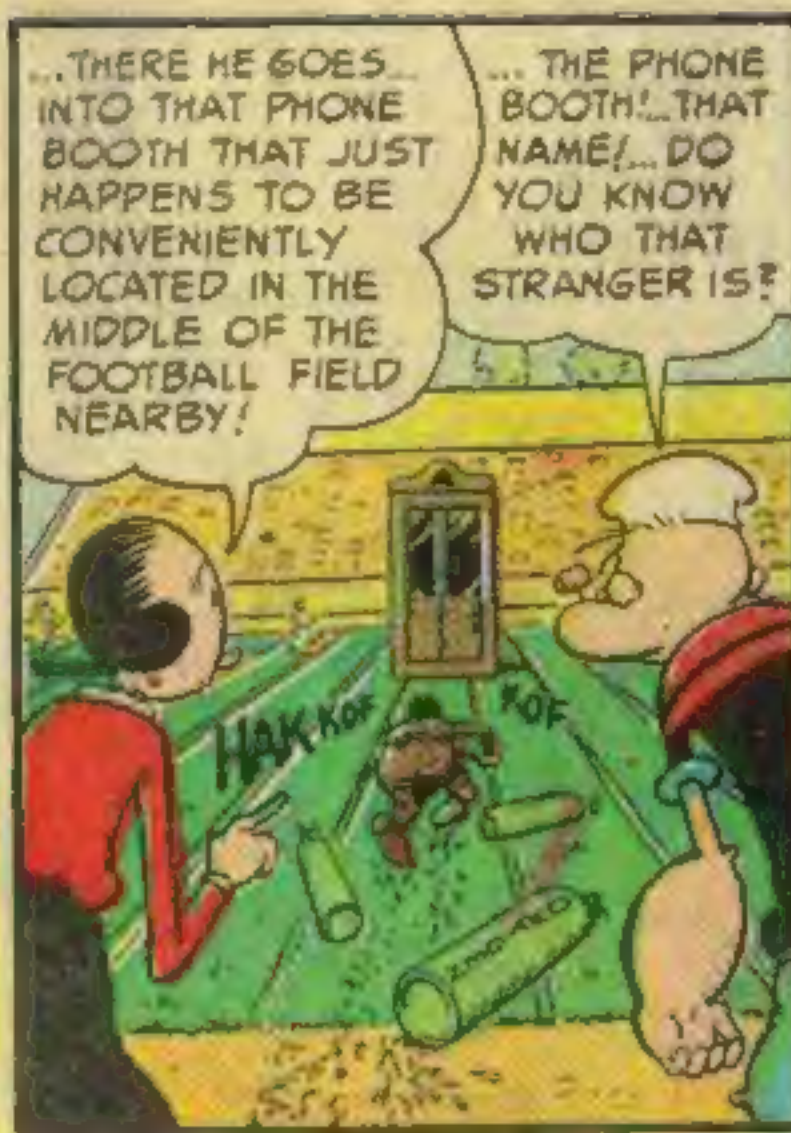
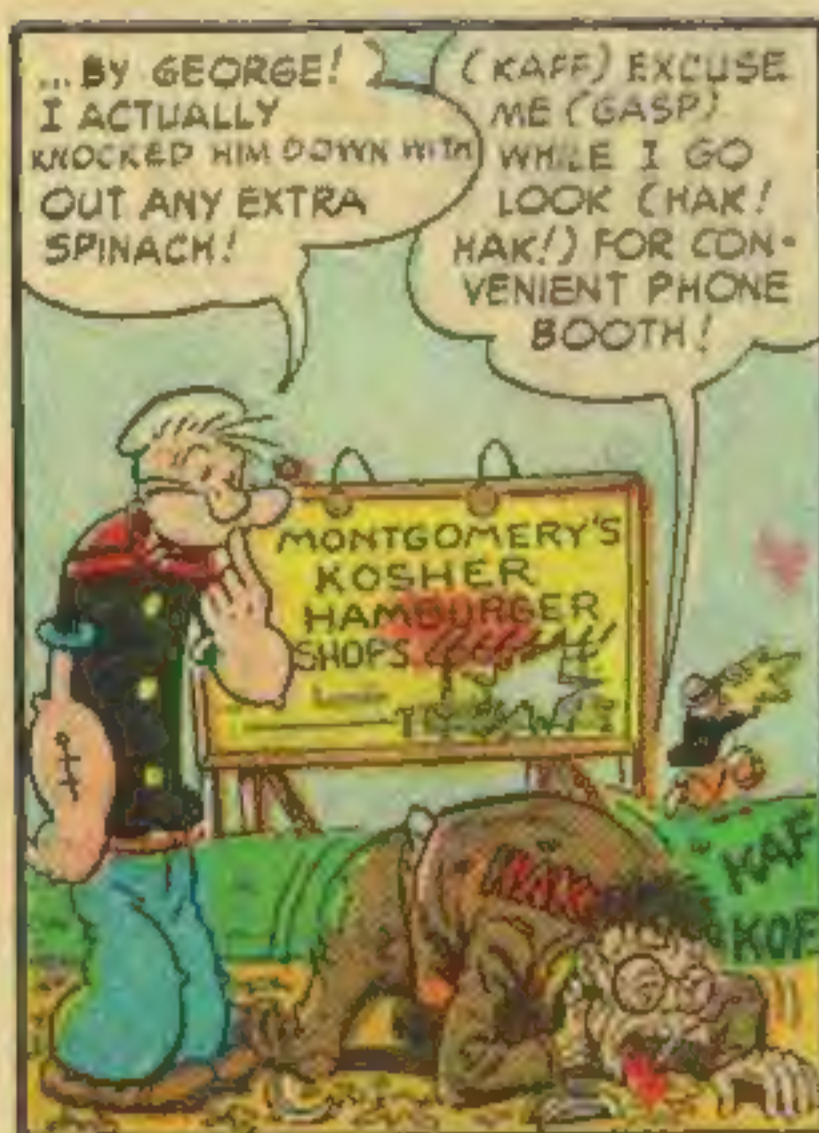


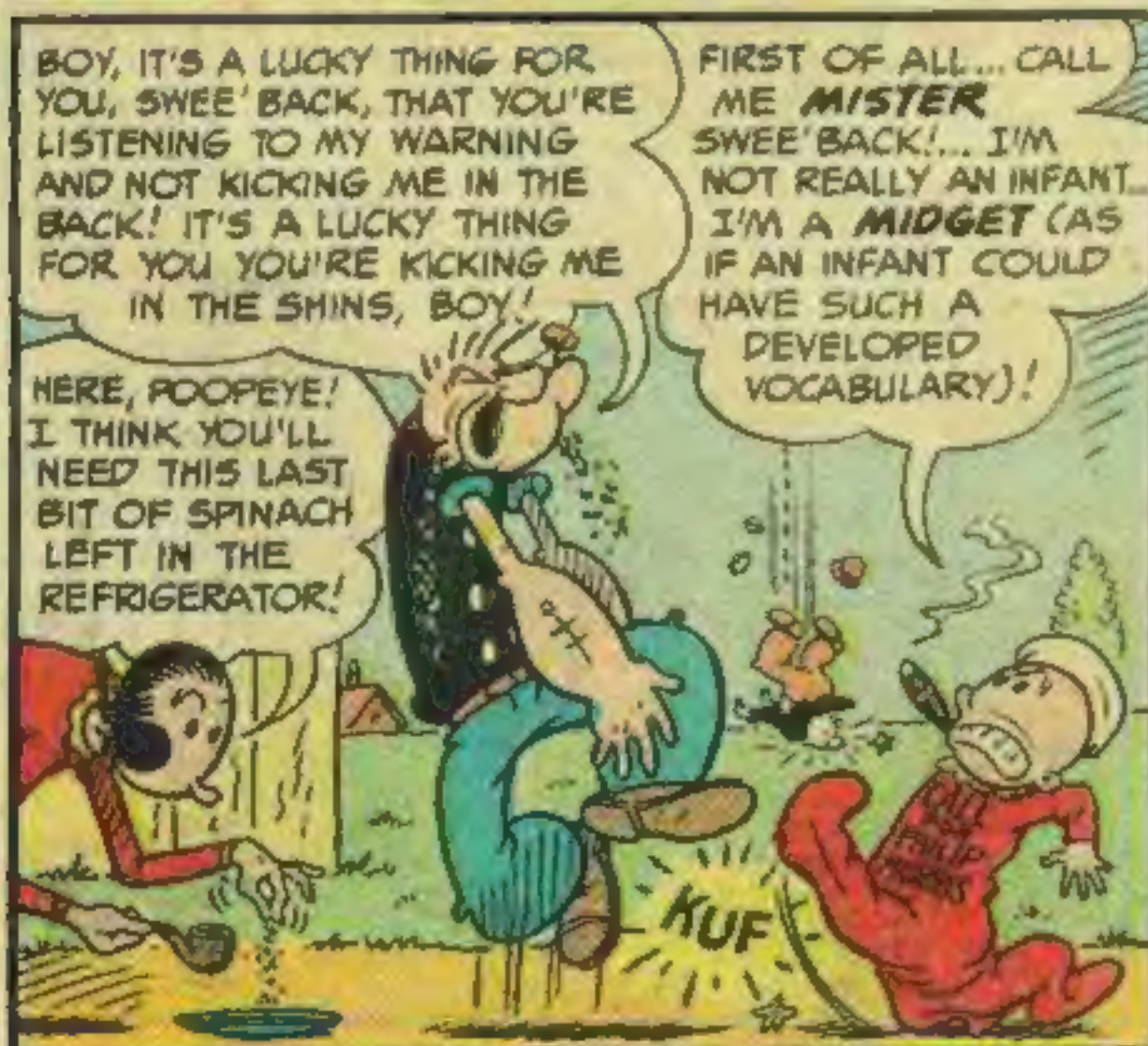
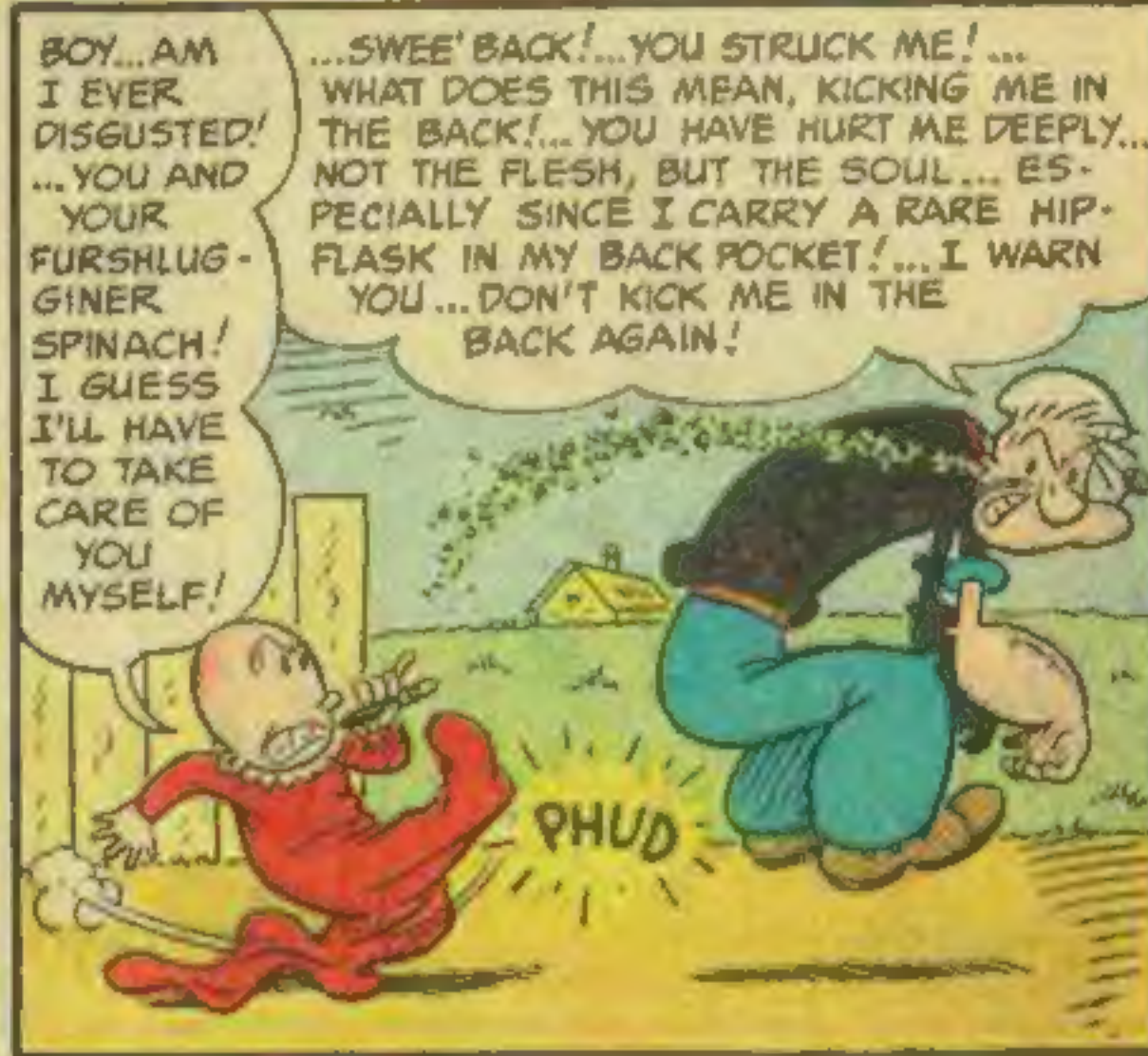
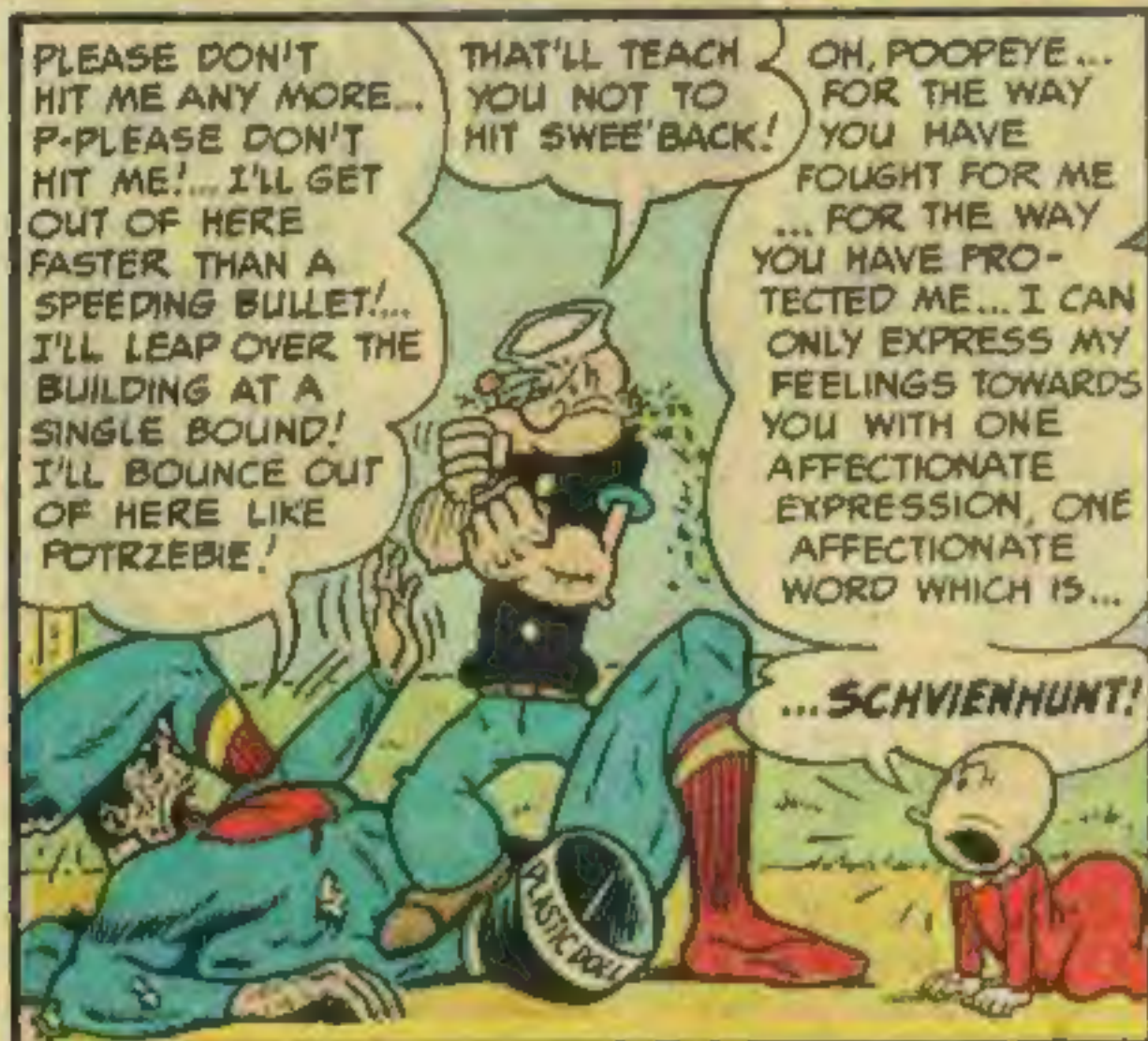
THE NGANI SAILOR-MAN IS NO MATCH FOR THE STEEL SINEWED JUNGLE LORD WHO... WITH THE INSTINCTS OF THE JUNGLE IN HIS BLOOD... STANDS PANTING OVER HIS PREY. FOR NOW THAT THE PREY HAS BEEN CAPTURED... IT IS TIME TO FEAST!



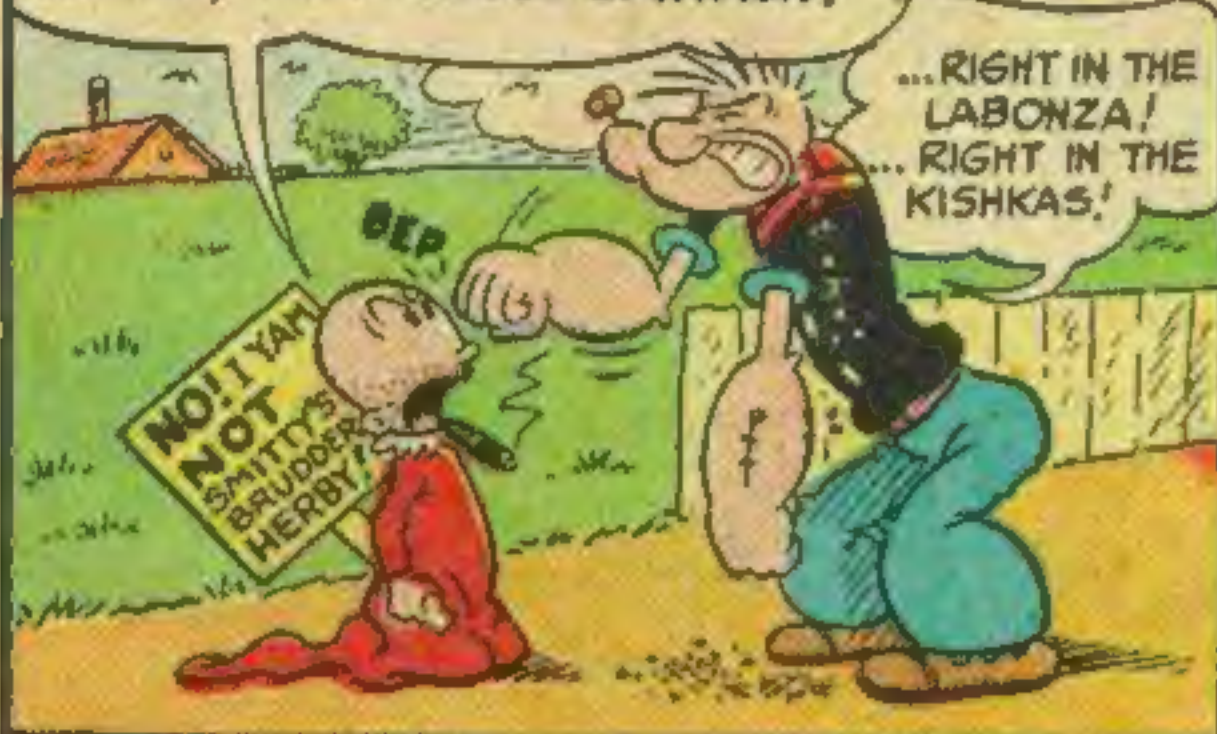
FOR NOW IT IS NGMELVIN THE BULL-APE GIVING THE BLOOD CURDLING CRY OF VICTORY BEFORE THE FEAST! ...EYES GLEAMING, FANGS BARED, THE APE-MAN CROUCHES TO FEAST... AND SO, HE EATS HIS SWISS CHEESE ON WHITE BREAD SANDWICH THAT JANE HAS WRAPPED FOR HIM.







AND DO YOU KNOW **WHY?**... DO YOU KNOW **WHY** I WAS TRYING TO GET YOU BEAT UP?... I'LL TELL YOU **WHY!**... BECAUSE I AM **"MAD-MAN SWEET' BACK"**... THE **BROCOLLI** KING, THAT'S **WHY!**... I OWN THE BIGGEST **BROCOLLI** BUSINESS IN THE WORLD, THAT'S **WHY!**... BUT WHEN KIDS WANT TO GET STRONG DO THEY EAT **BROCOLLI?**... **NO!**... BECAUSE OF YOU, THEY CHOOSE **SPINACH!**



...RIGHT IN THE LABONZA!
...RIGHT IN THE KISHKAS!

...SO WHAT IF THERE'S IRON IN **SPINACH!** THERE'S IRON IN **BROCOLLI!**... THERE'S IRON IN **PRUNES!**... THERE'S IRON IN **RAISINS!**... BUT WHEN KIDS WANT TO GET STRONG, THEY CHOOSE GRITTY, LUMPY OLD **SPINACH!** BECAUSE A **MISERABLE, SQUINTY-EYED SAILOR** BEATS UP EVERYBODY, THEY CHOOSE **SPINACH!** THAT'S **WHY!**



SPINACH! ...OY! ...**SPINACH!**

POOR POOPEYE!
THERE'S NO MORE **SPINACH** LEFT!



HAH!
...AT THE BOTTOM OF THIS GARBAGE PAIL! SOME LEFT OVER SHREDS OF S-S-S-**SPINACH!**

**CHOMP
CHOMP
GULP!**

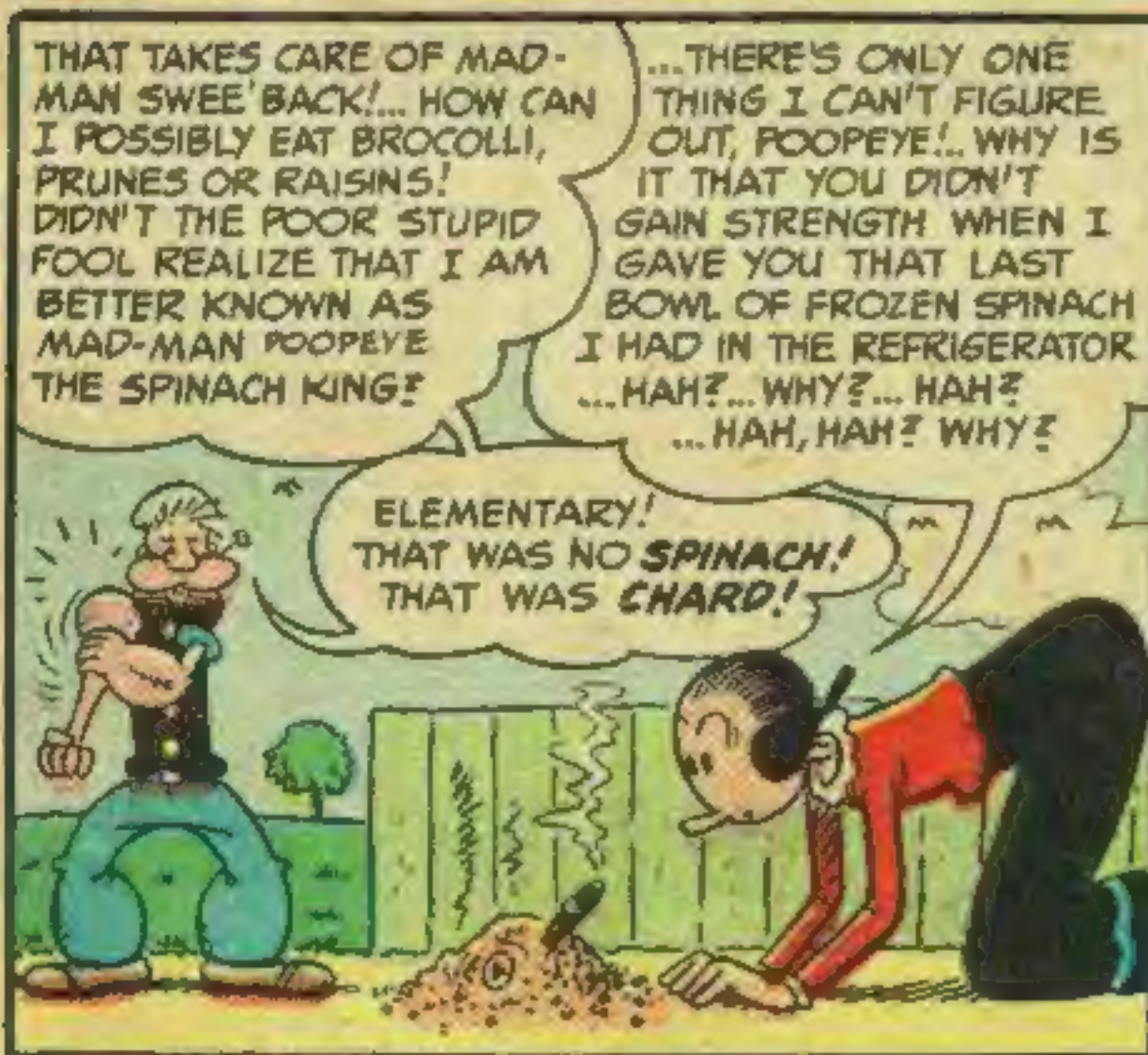
**I'M POOPEYE
THE SAILOR MAN**



THAT TAKES CARE OF **MAD-MAN SWEET' BACK!**... HOW CAN I POSSIBLY EAT **BROCOLLI**, **PRUNES** OR **RAISINS!** DIDN'T THE POOR STUPID FOOL REALIZE THAT I AM BETTER KNOWN AS **MAD-MAN POOPEYE THE SPINACH KING?**

...THERE'S ONLY ONE THING I CAN'T FIGURE OUT, **POOPEYE!** WHY IS IT THAT YOU DIDN'T GAIN STRENGTH WHEN I GAVE YOU THAT LAST BOWL OF FROZEN **SPINACH** I HAD IN THE REFRIGERATOR ...**HAH?**... WHY?... **HAH?** ...**HAH, HAH?** WHY?

ELEMENTARY!
THAT WAS NO **SPINACH!** THAT WAS **CHARD!**



YOU MEAN IT WAS **CHARRED SPINACH?**

...NO, IT WAS **CHARD!**

...**SPINACH?**

...**CHARD!**

...**CHARRED SPINACH?**

...**CHARD!**

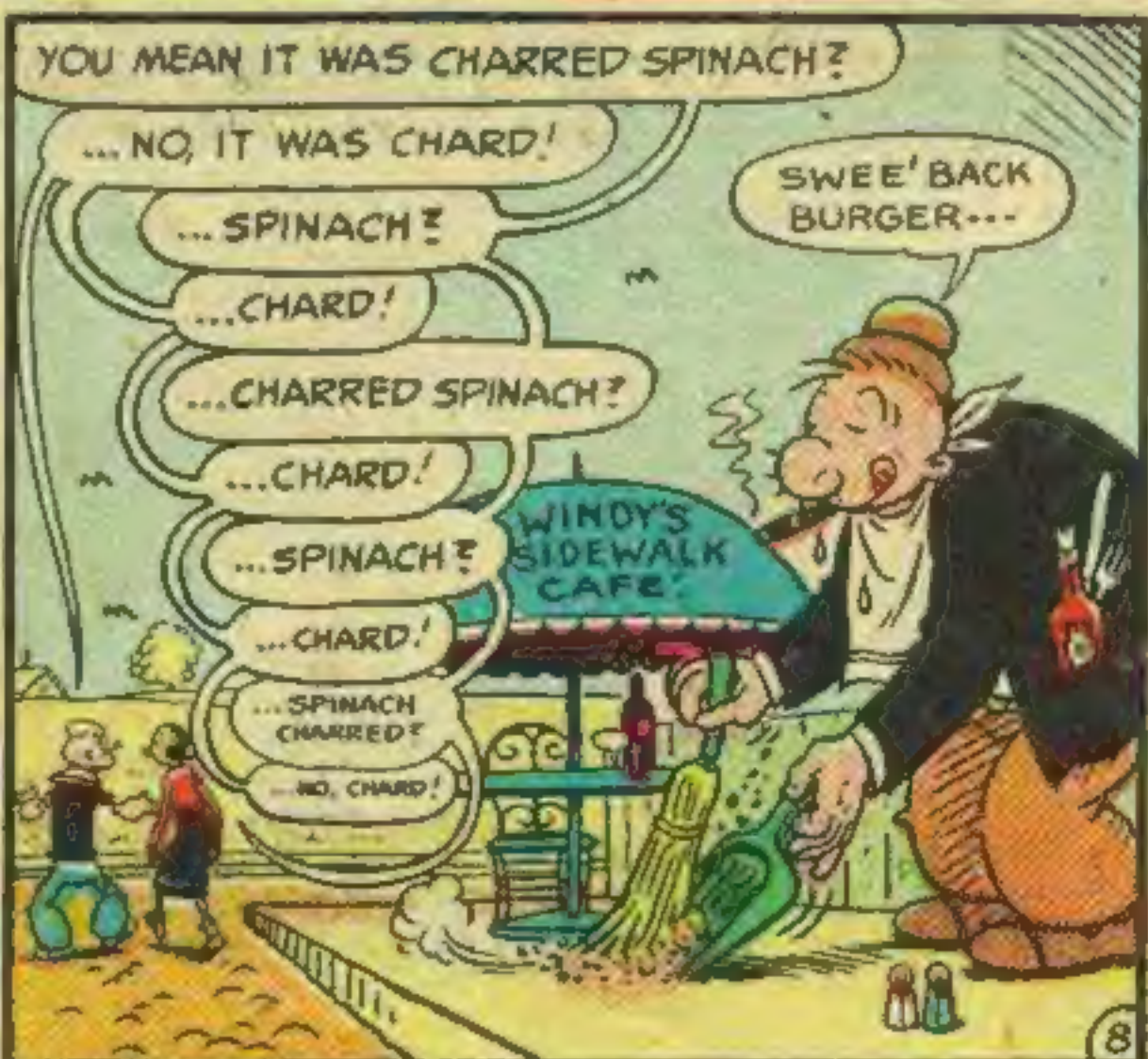
...**SPINACH?**

...**CHARD!**

...**SPINACH CHARRD?**

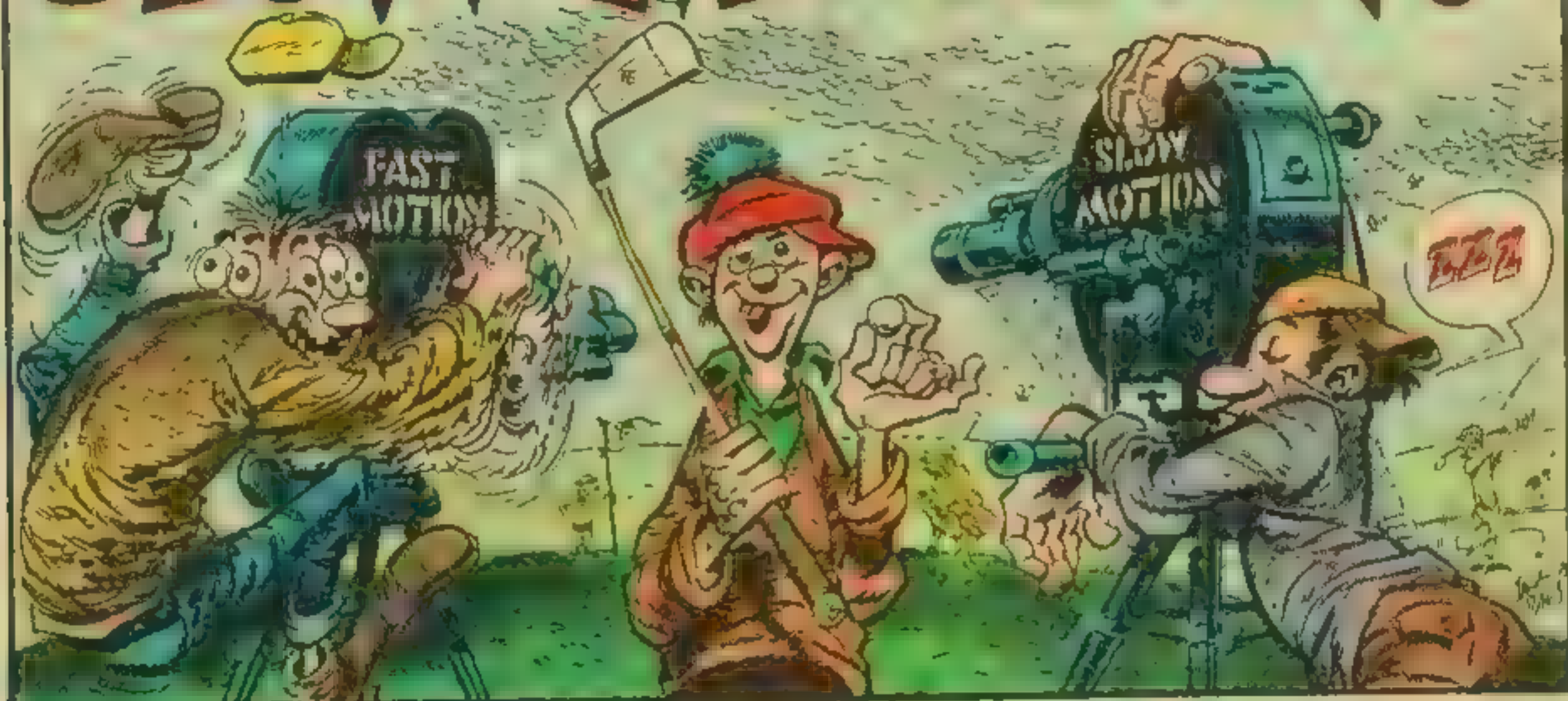
...NO, **CHARD!**

SWEET' BACK BURGER...



SCIENCE DEPT.: YOU EVER WATCH ONE OF THESE SPORTS NEWSREELS WHERE THEY'VE SPED UP THE CAMERA TO SLOW DOWN THE ACTION? BY GEORGE, THERE'S MORE GOES ON IN AN ACTION THAN MEETS THE EYE!... LIKE FOR INSTANCE, LET US SHOW YOU WHAT HAPPENS TO A GOLF BALL, BY GEORGE (THAT'S GEORGE DOWN THERE)... WHEN THE GOLF CLUB STRIKES IT IN ...

SLOW MOTION!



GOLF: HERE IS AN ORDINARY GOLF BALL ON A TEE!

FROM THE RIGHT, THE GOLF CLUB APPROACHES ON DOWNWARD SWING!

HERE THE POINT OF CONTACT, WHERE CLUB TOUCHES SURFACE OF BALL.

NOTE INTERESTING PHENOMENON CAUGHT BY THE SLOW-MOTION CAMERA

NOTE HOW SIDE OF GOLF BALL FLATTENS AN INSTANT BEFORE LEAVING TEE!



... STILL FLATTENING BENDING THE CLUB AN INSTANT BEFORE LEAVING THE TEE

... FLATTENING, BENDING ANY MINUTE BALL IS ABOUT TO LEAVE TEE...

... BENDING, FLATTENING BENDING... ABOUT TO ANY MINUTE LEAVE...

... BENDING, LEAVING BENDING... HEY WHAT THE HECK...

... SOMEONE NAILED THE BALL INTO THE GROUND, BY GEORGE!



BOWLING: TO THE NORMAL UNAIDED EYE...AN EXPERT BOWLER APPEARS MERELY TO PROJECT THE SPHEROID IN THE DIRECTION OF THE TEN-PINS!



THE BALL THEN APPEARS, TO YOUR NORMAL, UNAIDED, MISERABLE BLOODSHOT EYE, TO SHOVE THE PINS EFFORTLESSLY INTO THE PIT.. *BUT WHAT REALLY HAPPENS... HOOO HOOOoo...*



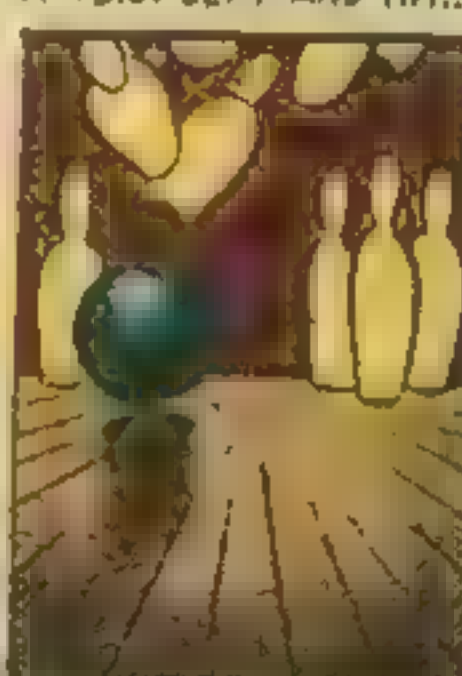
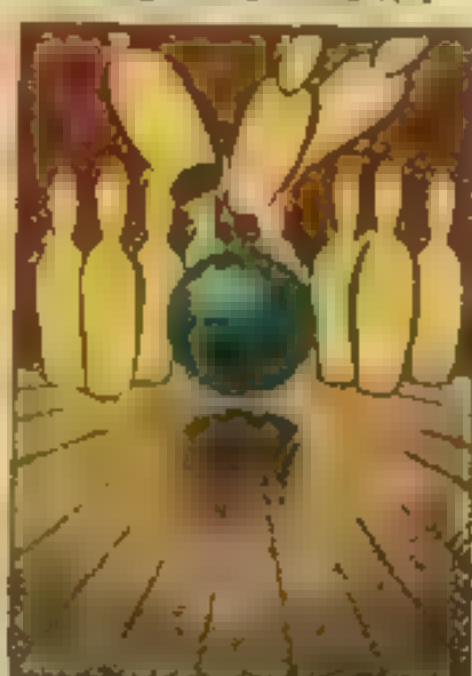
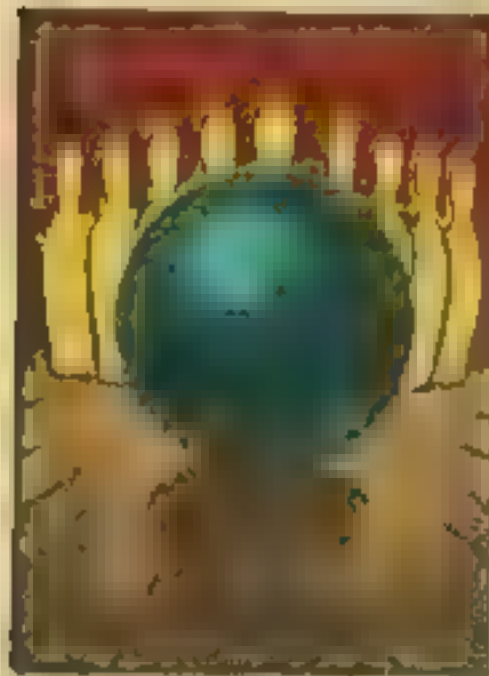
THE SLOW MOTION CAMERA COMES TO OUR RESCUE! THERE GOES THE BALL

TURNING A CERTAIN SPECIAL SPIN YOU CAN ONLY NOTICE IN SLOW MOTION

THIS SPIN MAKING IT REVOLVE SO'S IT HITS THE MIDDLE PINS FIRST..

.. THEN THE CERTAIN SPECIAL WAY IT HITS MAKES IT TURN LEFT AND HIT...

AND IT HITS IN SUCH A SPECIAL WAY, IT TURNS RIGHT AND HITS...



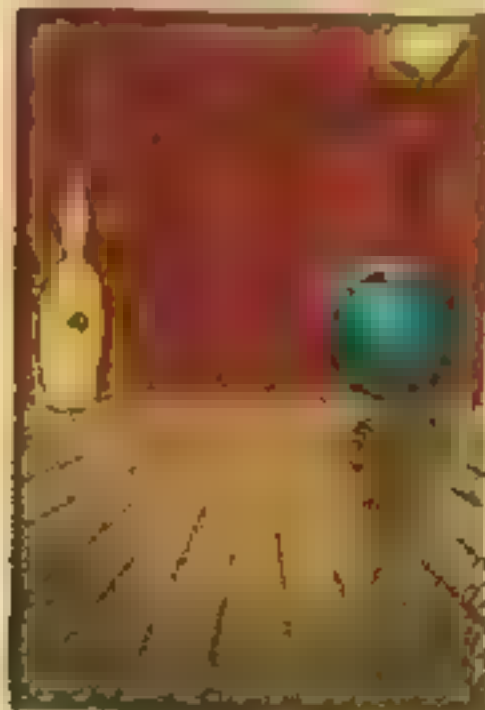
SO YOU SEE IT ACTUALLY HITS IN THREE DIRECTIONS AT ONCE!

OF COURSE, THE UNAIDED EYE SEES ALL THIS ACTION AS A HAZY BLUR!

BUT THANKS TO OUR SLOW MOTION CAMERA, HAH.. WE KNOW BETTER, EH?

THERE YOU SEE ALL THE PINS COMING TO REST IN THE PIT AND... UH OH...

.. THANKS TO OUR SLOW-MOTION CAMERA, WE NOTICE ONE PIN STANDING!



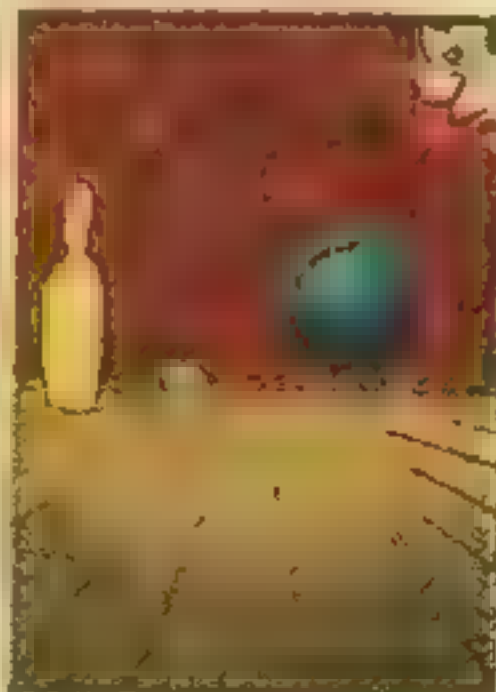
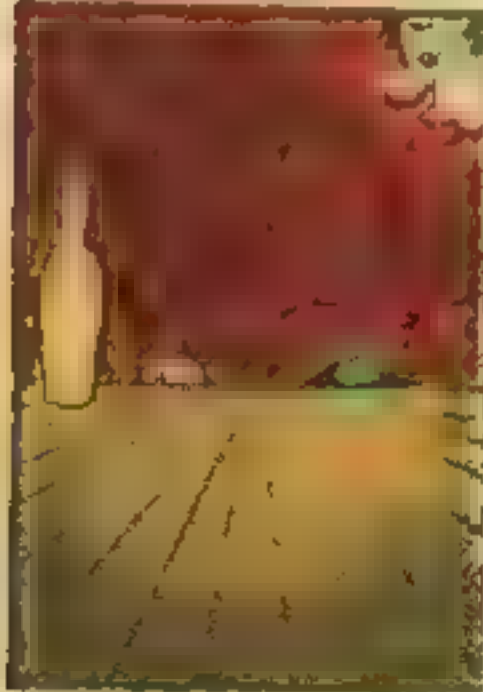
HOWEVER, YOU WILL NOTICE BALL IS STILL SPINNING IN THE PIT

... IN SUCH A CERTAIN SPECIAL SPIN ENABLING IT TO LEAP FROM PIT...

.. STRUCK THE REMAINING PIN AND SPINNING BACK INTO THE PIT!

AND NOW EVERYTHING HAS BEEN STRUCK DOWN INTO THE PIT!

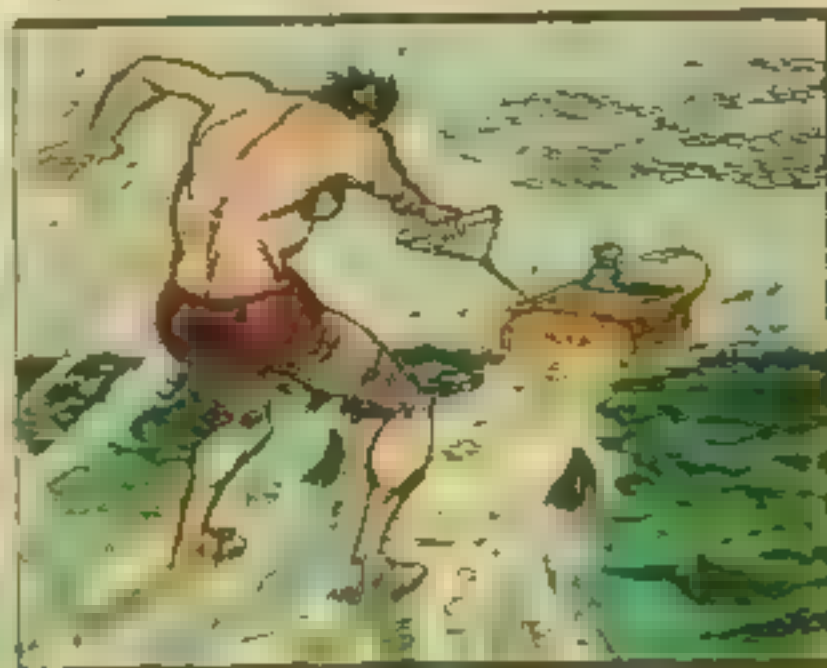
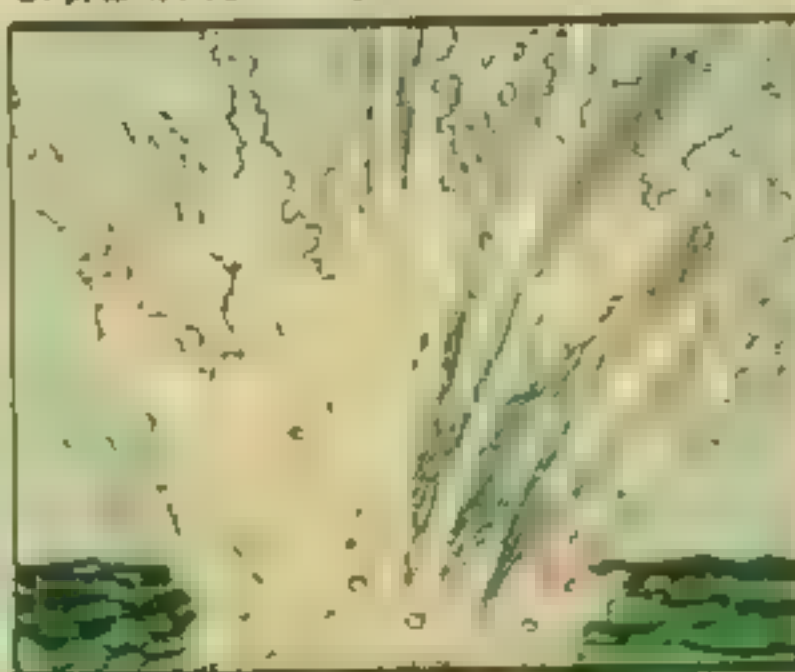
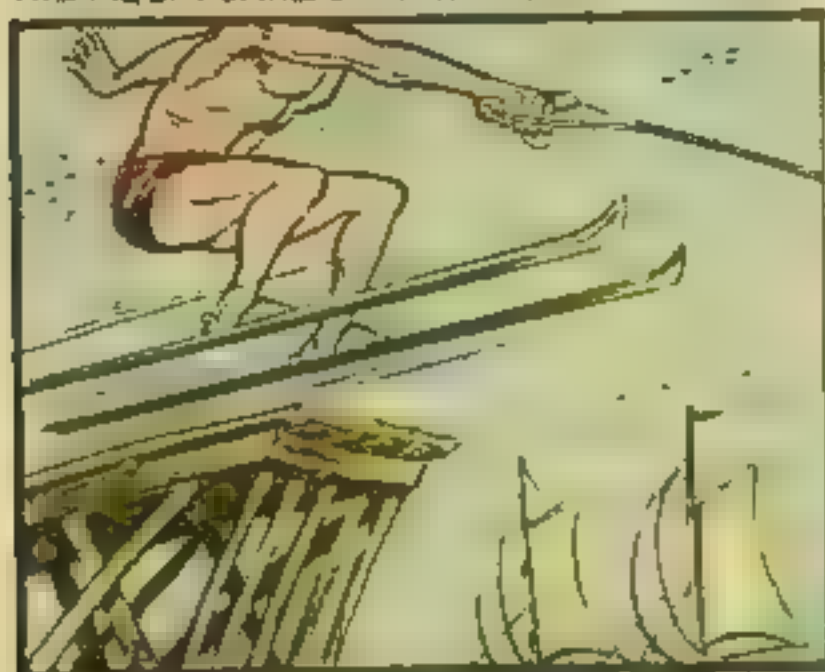
NEEDLESS TO SAY, THE UNAIDED EYE SEES ALL THIS AS A HAZY BLUR!



AQUAPLANING: TO THE NAKED EYE, THE AQUAPLANE EXPERT DOESN'T DO MUCH!

WE SEE HIM SAIL THROUGH THE AIR AND DISAPPEAR FOR AN INSTANT IN A SPLASH!... YOU WHO HAVE OBSERVED THIS

OBSERVED THIS MERELY WITH THE NAKED EYE... ALL WE HAVE TO SAY TO YOU IS. SHAME ON YOU! GO GET DRESSED!



THE MAGIC SLOW MOTION CAMERA REVEALS THE TRUTH OF THE SITUATION!

FROM THE LEFT, OUR AQUAPLANER DESCENDS TOWARDS THE WATER!

POINT OF CONTACT NOTE SPLASH BEGINNING TO RISE FROM SURFACE!

NOTE HOW MOMENTUM ACTUALLY FORCES BODY INTO THE WATER!

NOTE HOW DEEP THE MOMENTUM FORCES BODY INTO THE WATER!



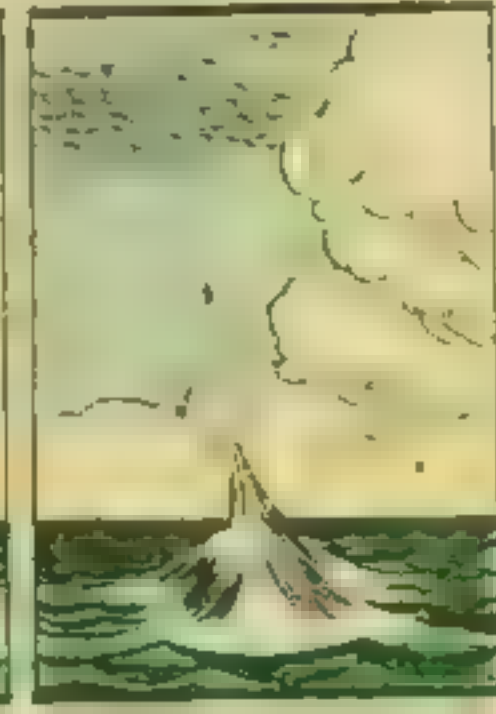
NOTE IN FACT HOW THE BODY GOES COMPLETELY UNDER WATER...

NATURALLY... ALL THIS HAPPENS SO FAST THE NORMAL EYE MISSES IT!

...I MEAN, IT MAY LOOK SLOW IN SLOW MOTION ACTUALLY IT'S FAST!

...ACTUALLY, THE BODY TAKES A FRACTION OF A SECOND TO BOB UP!

...THIS IS ACTUALLY ALL HAPPENING IN A FRACTION OF A SECOND...



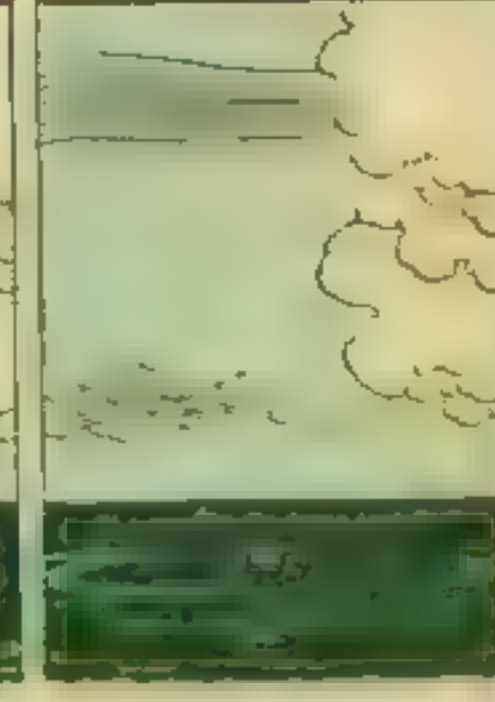
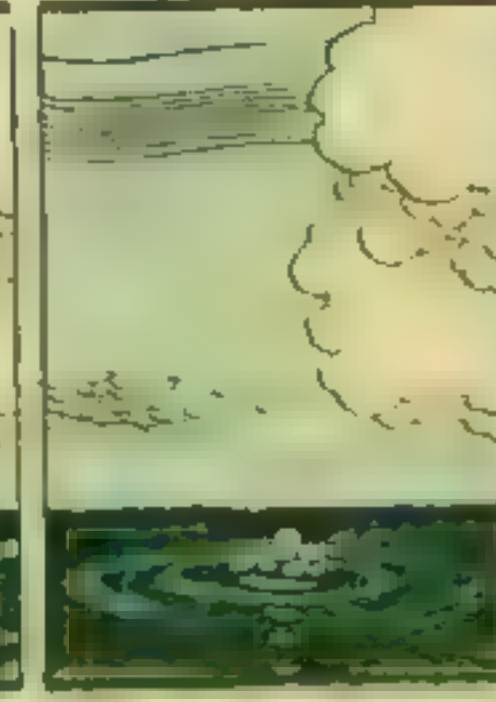
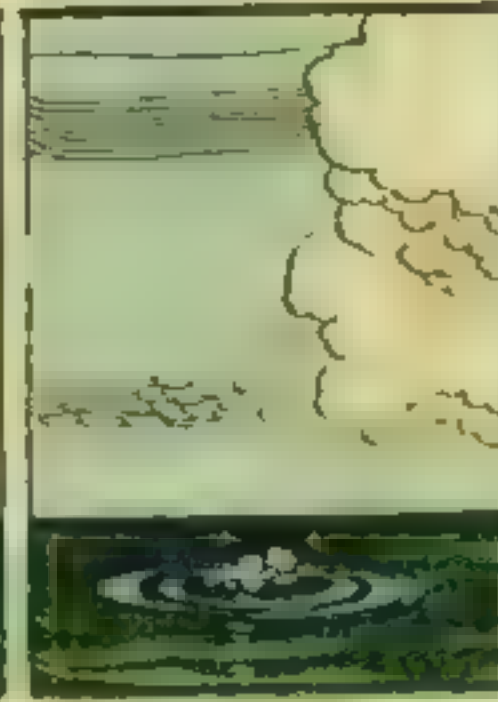
DON'T FORGET. THIS IS ACTUALLY A SLOW MOTION PICTURE...

AND ANY SECOND, THE BODY WILL COME TO THE SURFACE ACTUALLY.

ANY SECOND, TO THE SURFACE WILL ACTUALLY THE BODY COME...

WELL HOW DO YOU LIKE THAT?... TSK TSK TSK!

BY GEORGE... THE BOAT BY MISTAKE WENT INTO THE SHALLOWS!



BOXING: TO THE NORMAL EYE, BOXING IS NEVER EXCITING LIKE WRESTLING OR ROLLER DERBIES!

TO THE NORMAL EYE, A JAB MAY LOOK WEAK!... TO THE NORMAL EYE, A BLOW MAY LOOK HARMLESS!

.. HOWEVER... IF YOU GOT SUCH A BLOW TO YOUR NORMAL EYE, BOY WOULD YOU BE FARSHIMMELT...



OF COURSE, THE MAGIC SLOW-MOTION CAMERA SHOWS YOU WHAT'S HAPPENING!

HERE THE SEEMINGLY SHORT JAB MAKES CONTACT WITH THE FACE!

... HERE WE SEE THE GLOVE BEGINNING TO SINK INTO THE FLESH!

.. BEING A "RIGHT CROSS," HERE WE SEE THE FACE BEING PULLED TO THE LEFT!

... NOTE HOW THE FACE COMPRESSES TO HALF ITS WIDTH!



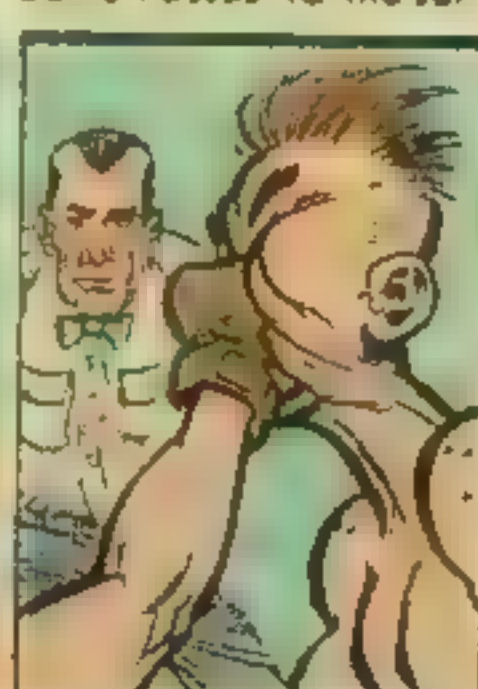
... HERE THE GLOVE LEAVES THE FACE IN ITS LEFTWARD JOURNEY!



... NOTE THE POPPING SOUND WITH WHICH THE FACE RESUMES ITS SHAPE!



.. NOTE THAT THE HEAD IS STILL SPINNING FROM THE BLOW!



.. NOTE THE MOUTHPIECE EMERGING FROM THE FORCE OF THE BLOW!



... NOTE HOW SOME TEETH FOLLOW THE MOUTHPIECE IN QUICK SUCCESSION!



... AND NOW WATCH HOW THE KNOCKOUT REALLY COMES ABOUT!



... NOTE HOW THE LEFT ARM IS ACCIDENTALLY BEING RAISED IN DEFENSE!



NOTE THE HEAD, STILL TURNING FROM THE FORCE OF THE BLOW.



.. SMASHES ACCIDENTALLY INTO THE UPRaised GLOVE, CAUSING KNOCKOUT!

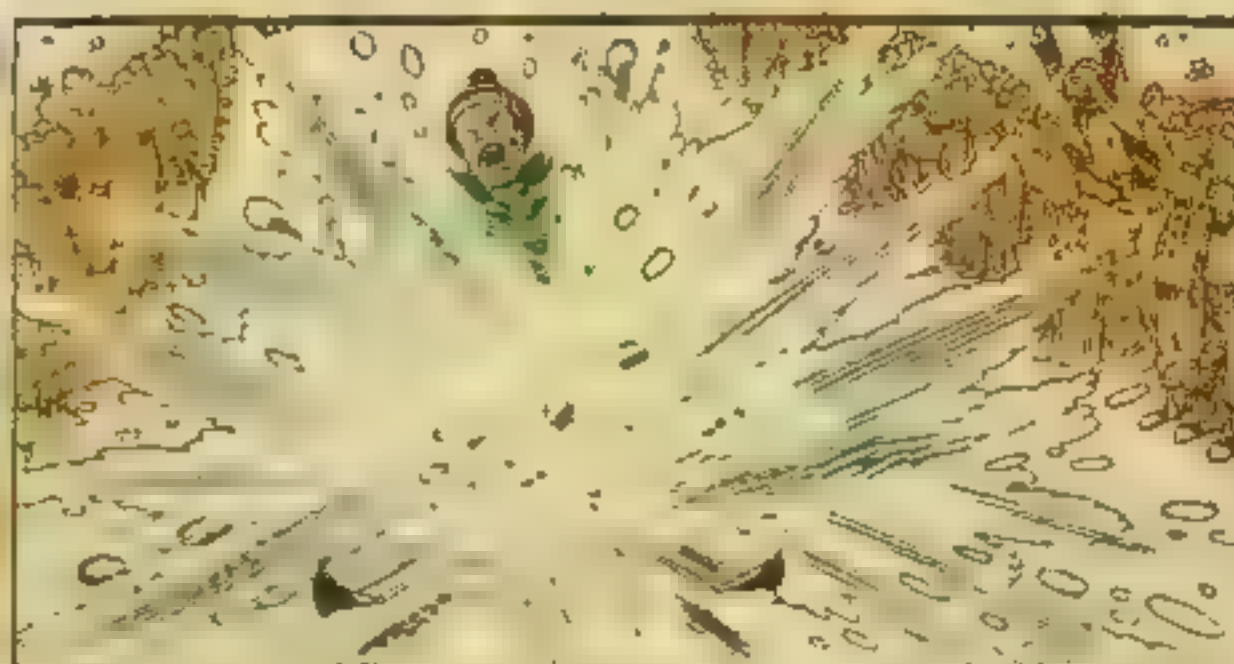


.. AND FINALLY NOTE HOW THE AIR IS FILLED WITH REMAINING TEETH!



SKIING: TO THE NORMAL, AMERICAN EYE, WE THINK NOTHING OF SEEING THE SKIER FLY THROUGH THE A.R. AND FALL HUNDREDS OF FEET!

...WE THINK NOTHING OF SEEING HIM LAND IN A BIG FLURRY OF SNOW!... LITTLE DO YOU KNOW WHAT THINGS GO ON IN THAT BIG FLURRY OF SNOW!



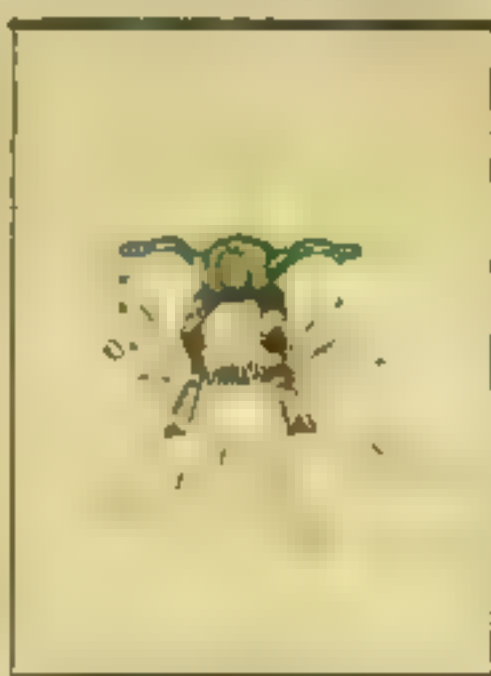
THE FURSHLUGGINER SLOW-MOTION CAMERA HAS ALL THE ANSWERS!

HERE, AFTER DESCENDING, OUR SKIER MAKES CONTACT WITH GROUND.

...THIS PARTICULAR SKIER HAS MADE VERY FAULTY LANDING!

HERE, SKIER BECAUSE OF FAULTY LANDING, LEAVES GROUND!

.. HERE SKIER REACHES APEX OF FIRST BOUNCE AND IS READY TO DESCEND!



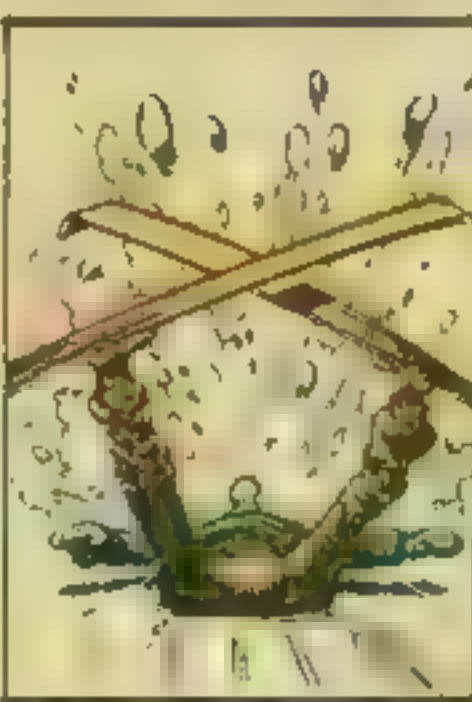
.. HERE SKIER DESCENDS! ...NOTE SKIS COMPLETELY OUT OF LINE!

.. HERE SKIER CONTACTS GROUND AGAIN, THIS TIME WITH BODY!

...NOTE HOW BODY FLATTENS FROM FORCE TO HALF ITS DEPTH!

HERE SKIER BOUNCES UP FROM GROUND FOR THE SECOND TIME!

.. NOTE REMARKABLE ELASTICITY AS SKIER RISES OUT OF CAMERA RANGE!



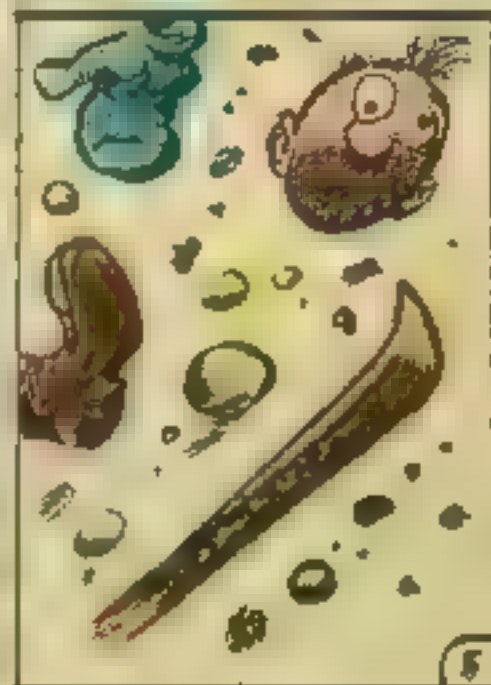
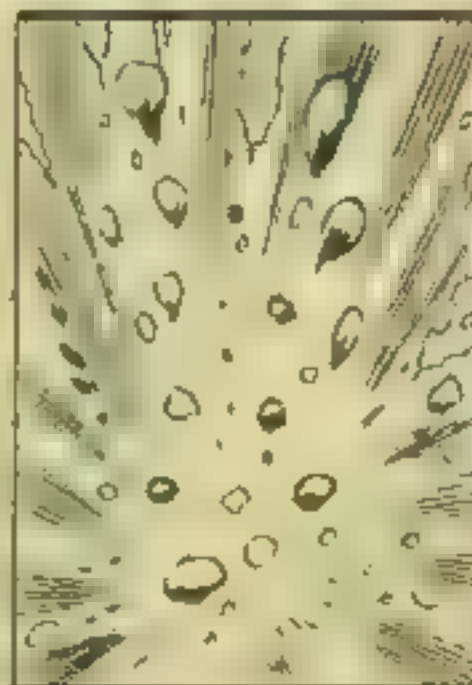
.. NOTE FOR MOMENT WHILE SKIER IS OUT OF PICTURE, DEEP GOUGES IN SNOW!

.. NOTE SKIER DESCENDS INTO PICTURE AGAIN, THIS TIME HEAD FIRST!

...NOTE HEAD ABOUT TO CONTACT GROUND WITH GREAT FORCE!

...NOTE FORCE WITH WHICH SNOW AND ROCKS ARE FLUNG FROM IMPACT!

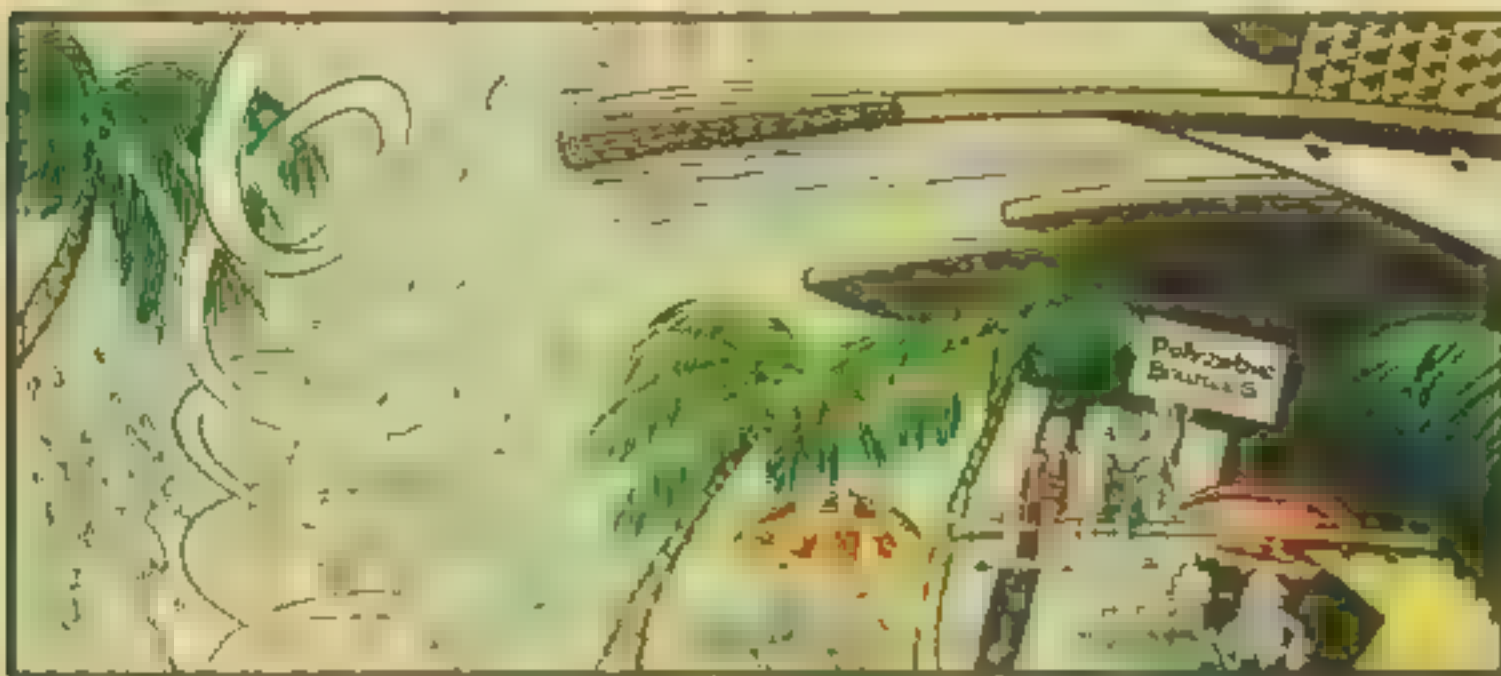
.. NOW NOTE SEPARATE PARTS OF SKIER AS THEY BOUNCE UP FOR LAST TIME!



SWIMMING: IN SWIMMING WHEN THESE CHAMPIONS OFF THE DIVING BOARD, WHAT NORMAL HUMAN EYE CAN CATCH ALL THE GYRATIONS THEY DO IN ONE DIVE?

THE MAGIC YOU-KNOW- WHAT COMES TO OUR @*m@# RESCUE!

...HERE THE DIVER LEAVES THE BOARD IN A PERFECT "SWAN DIVE"!



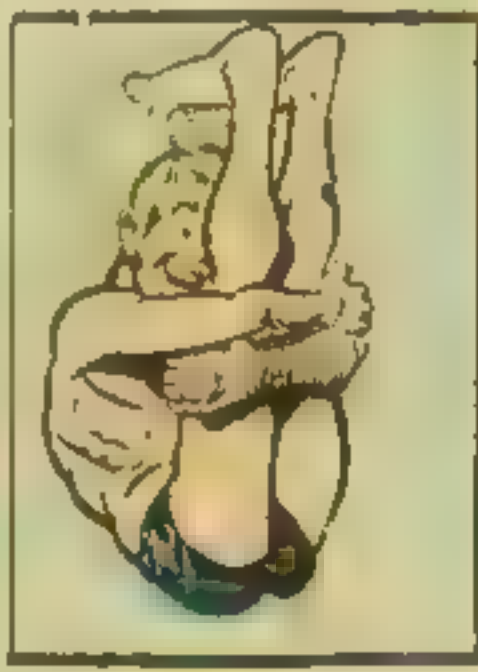
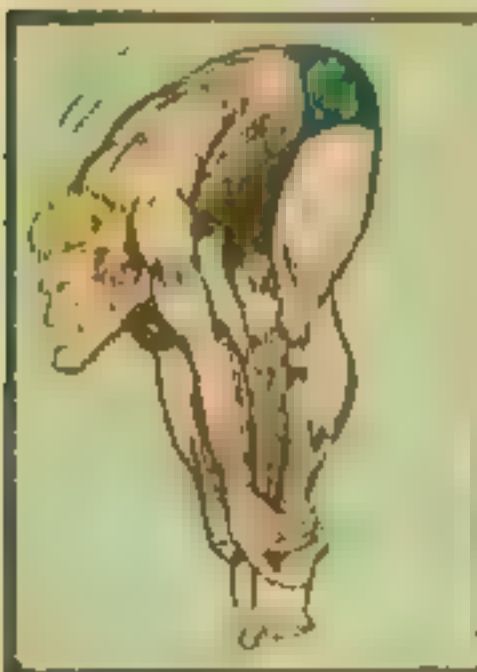
...THEN HE SNAPS INTO AN INCOMPARABLE "JACK-KNIFE"

THEN, HE SNAPS INTO AN EXACT LEFT-HANDED "TWIST-ABOUT"

THEN, HE SNAPS INTO A BEAUTIFULLY EYE-CUT "TIMBLE"

THEN HE SNAPS INTO A GORGEOUS "RIGHT-HANDED TWIST ABOUT (UPSIDE-DOWN)"

...THEN HE SNAPS INTO A MAGNIFIQUE "GRAB-FOOTED FOLD-OVER..."



...THEN HE SNAPS INTO A MARVELLEUX "GALLOPING FALL-DOWN..."

...THEN HE SNAPS INTO A VUNDERBAR "FALL-DOWN DRAG-OUT"... AND FINALLY...

...AS HE APPROACHES THE WATER, HE GRACEFULLY UNFOLDS...

...SLOWLY TURNING IN AIR IN A PERFECTLY EXECUTED "SWAN DIVE..."

...STILL TURNING SO'S THAT HE CAN MEET THE WATER HEAD-ON!



NOTE THE FEARLESS OUTTHRUST POSITION OF THE PLUMMETING HEAD!

... NOTE THE POINT OF CONTACT... HOW THE POINT FLATTENS FROM INITIAL IMPACT!

NOTE HOW THE BODY ACTUALLY COMPRESSES FOR AN INSTANT FROM THE FORCE!

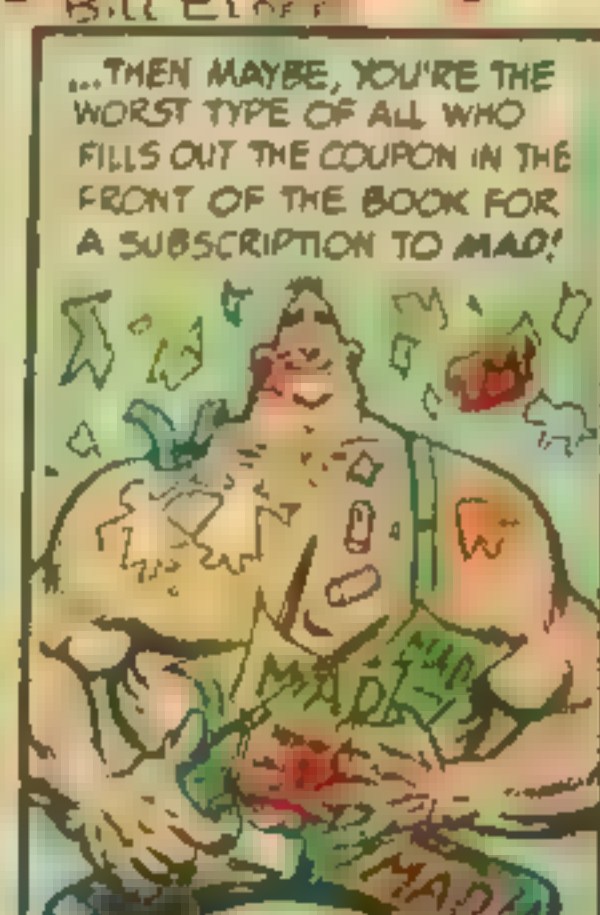
...

...WELL WHAT DO YOU KNOW!... NO WATER IN THE POOL, BY GEORGE!



CUT-YOUR-OWN-THROAT DEPT.: AS OUR TINY RED EYES ROVE O'ER THE PILES OF DUSTY MAGAZINES IN OUR DARK LITTLE OFFICE, WE SUDDENLY REALIZE THAT WE'VE JABBED OUR POISONED PEN INTO EVERY PHASE OF COMIC BOOKS EXCEPT MAYBE LITTLE ODDS AND ENDS LIKE...TRADE-MARKS...COPYRIGHT STATEMENTS AND COMIC BOOK ADS!...SAY...HOW'S ABOUT THEM.

COMIC BOOK ADS!



ANYHOW...LET'S TAKE A LOOK AT THESE TYPICAL-TYPE COMIC BOOK ADS! FOR INSTANCE, HOW'S ABOUT THEM HYPNOTISM ADS...



Want the thrill of impressing your will over someone? Of making someone do exactly what you order? You do, do you? Shame on you, you dirty low-down no-good bum! Note illustration. Contrary to what your miserable mind may be thinking... it is the girl who is about to hypnotize the boy. Notice the position of her eyes which play important part in hypnosis. Also notice the position of her hand behind her back which also plays most important part in hypnosis. In any case since hand is holding baseball bat. To get your copy of our system of hypnosis, listen carefully and concentrate. You are getting sleepy. sleepy. concentrate. go to sleep. my her's pocket book. we will take out \$1.98. \$1.98. concentrate. we will put it in an envelope with the coupon. WITH THE COUPON. concentrate. you will go to sleep and then you will wake up and when you do you will forget you ever read this comic book. CONCENTRATE mail coupon to. Concentrate Inc., 998 98th St., N. Y. 98, N. Y.

CONCENTRATE MAIL COUPON

CONCENTRATE INC., Dept. Welfare
998 98th St., N. Y. 98, N. Y.

Send me book on HOW TO HYPNOTIZE on master, for which I enclose \$1.98. If not delighted, you will send my money back although I guess you will be delighted with my money.

Name _____

Age _____

Cover Number _____

GET PRIZES...MAKE MONEY

Look at the wonderful prizes shown below. They are just a few of the prizes I offer you without a cent of cost. Look at them! You want them, don't you? Admit it! By the way your baby little eyes are glistening and your tongue is hanging out. You know you want them! Heh heh heh they're yours, you hear all yours! All you have to do is sell packs of my beautiful Christmas Cards at 25c a pack and get your father to sign a paper I will send you marked, "outrightly yours."

I'm good old friendly
Louie, heh heh heh and I've been
helping boys and girls earn plenty MONEY
for 36 years I've been helping
boys and girls earn money
mainly for me

BE FIRST IN YOUR NEIGHBORHOOD

sell our pretty little packs to your family, friends and neighbors. It's easy. Even if they don't need the cards, they'll feel obligated to buy them. By gosh, you can embarrass every one of your relatives into buying a couple dozen packs. When sold, send ME the MONEY. Remember — ME, the MONEY.

SO! — MONEY — ME
Thousands of smart boys
and girls have been earning
prizes this way. You can too —
mainly because thousands of
dumb boys and girls have also
been earning prizes this way.

SEND NO MONEY, HEH HEH -
I TRUST YOU...YOU FOOL YOU
"Uncle" Louis Inc., Dept. Parks

Boobyville, U.S.A.
MAIL THIS COUPON TODAY

Send me your BIG PRIZE BOOK
and no order at all (Christmas lacks
I will resell them at 25¢ each or less.
Send your name) and choose my prize

三

Bank Account Number

Address

JEAN, SEE THIS AD
OF GOOD OLD "UNCLE
LOVE. IT'S AN EASY
WAY TO GET THAT
RANGER AXE 'N KNIFE
KIT I'VE ALWAYS
WANTED

YES NEPHEW WHILE YOUR CARDS ARE BEAUTIFUL. THEY'RE A BARGAIN. I'LL TAKE 99¢ PACKS NOW DON'T FORGET TO WANT TO YOUR FATHER TO MAKE SURE **SAV!** MY NAME IS

IN 145 WILL LIKE
YOU PROMISED

IT WAS FUN AND EASY
TO SELL OUR CARDS AND
HERE'S THE MAILMAN
WITH OUR PRIZES.

THIS IS A NEAT RANGER AXE 'N KNIFE KIT. WHY DON'T YOU FELLOWS SEND THE COUPON TO-DAY - YOU CAN CHOOSE FROM A LOT OF SWEET PRIZES!

A black and white photograph of three young children lying in a bed. They are all looking towards the camera. The child on the left is a girl with dark hair, wearing a light-colored shirt. The child in the middle is a boy with dark hair, wearing a light-colored shirt. The child on the right is a girl with dark hair, wearing a light-colored shirt. They are all smiling slightly. The bed has a patterned blanket. The background is dark and out of focus.

I Will Send You Prizes Like These Without One Cent of Cost

Maybe with blood but without one cent of cost MAIL Coupon for ... heh heh ... FREE Prize Book

**YOUR OWN
DRINKING CUP**



3 of prize for
winning a mere 25
pages. Make ex-
tremely low bid-
ding and carrying
out your name
on it all your
time happens to
be twice very
useful in all sorts
of emergencies.

**BEAUTIFUL WRIST
WATCH**



...in Attraction
...and
...the
...crystal, and
...Leather
...messy did work
...parts in de
...an action se
...piece
...15 lbs in
...without cost for
...selling just so
...of cents.

**CADILLAC
DELUXE CAR**



1. The first part of the book is a general introduction to the study of the history of the United States. It discusses the importance of the study of history and the methods used by historians.

**COLONIAL STYLE
VISION COMPLETE**

112
 113
 114
 115
 116
 117
 118
 119
 120
 121
 122
 123
 124
 125
 126
 127
 128
 129
 130
 131
 132
 133
 134
 135
 136
 137
 138
 139
 140
 141
 142
 143
 144
 145
 146
 147
 148
 149
 150
 151
 152
 153
 154
 155
 156
 157
 158
 159
 160
 161
 162
 163
 164
 165
 166
 167
 168
 169
 170
 171
 172
 173
 174
 175
 176
 177
 178
 179
 180
 181
 182
 183
 184
 185
 186
 187
 188
 189
 190
 191
 192
 193
 194
 195
 196
 197
 198
 199
 200
 201
 202
 203
 204
 205
 206
 207
 208
 209
 210
 211
 212
 213
 214
 215
 216
 217
 218
 219
 220
 221
 222
 223
 224
 225
 226
 227
 228
 229
 230
 231
 232
 233
 234
 235
 236
 237
 238
 239
 240
 241
 242
 243
 244
 245
 246
 247
 248
 249
 250
 251
 252
 253
 254
 255
 256
 257
 258
 259
 260
 261
 262
 263
 264
 265
 266
 267
 268
 269
 270
 271
 272
 273
 274
 275
 276
 277
 278
 279
 280
 281
 282
 283
 284
 285
 286
 287
 288
 289
 290
 291
 292
 293
 294
 295
 296
 297
 298
 299
 300
 301
 302
 303
 304
 305
 306
 307
 308
 309
 310
 311
 312
 313
 314
 315
 316
 317
 318
 319
 320
 321
 322
 323
 324
 325
 326
 327
 328
 329
 330
 331
 332
 333
 334
 335
 336
 337
 338
 339
 340
 341
 342
 343
 344
 345
 346
 347
 348
 349
 350
 351
 352
 353
 354
 355
 356
 357
 358
 359
 360
 361
 362
 363
 364
 365
 366
 367
 368
 369
 370
 371
 372
 373
 374
 375
 376
 377
 378
 379
 380
 381
 382
 383
 384
 385
 386
 387
 388
 389
 390
 391
 392
 393
 394
 395
 396
 397
 398
 399
 400
 401
 402
 403
 404
 405
 406
 407
 408
 409
 410
 411
 412
 413
 414
 415
 416
 417
 418
 419
 420
 421
 422
 423
 424
 425
 426
 427
 428
 429
 430
 431
 432
 433
 434
 435
 436
 437
 438
 439
 440
 441
 442
 443
 444
 445
 446
 447
 448
 449
 450
 451
 452
 453
 454
 455
 456
 457
 458
 459
 460
 461
 462
 463
 464
 465
 466
 467
 468
 469
 470
 471
 472
 473
 474
 475
 476
 477
 478
 479
 480
 481
 482
 483
 484
 485
 486
 487
 488
 489
 490
 491
 492
 493
 494
 495
 496
 497
 498
 499
 500
 501
 502
 503
 504
 505
 506
 507
 508
 509
 510
 511
 512
 513
 514
 515
 516
 517
 518
 519
 520
 521
 522
 523
 524
 525
 526
 527
 528
 529
 530
 531
 532
 533
 534
 535
 536
 537
 538
 539
 540
 541
 542
 543
 544
 545
 546
 547
 548
 549
 550
 551
 552
 553
 554
 555
 556
 557
 558
 559
 560
 561
 562
 563
 564
 565
 566
 567
 568
 569
 570
 571
 572
 573
 574
 575
 576
 577
 578
 579
 580
 581
 582
 583
 584
 585
 586
 587
 588
 589
 590
 591
 592
 593
 594
 595
 596
 597
 598
 599
 600
 601
 602
 603
 604
 605
 606
 607
 608
 609
 610
 611
 612
 613
 614
 615
 616
 617
 618
 619
 620
 621
 622
 623



GENUINE DISH-
WASHING MACHINE

washing day
all the great
fun, especially
if you
keep the
while in the
room this
for at the
cost of mere
by selling
\$400 packs
of soap.

CHEMISTRY
135

Perform feats of Magic. Make your own powder and drink it. Set for success.



1 FULL LENGTH
STEAMSHIP

As far as you have rooming it on real steam. Has swimming pool, everything complete with live rules. It's a sale water to the on (Black or Green) and pack.



DEAL FACTORY

They will outfit, en-
gage with railroad, con-
duct and water tank work,
give you hours of free
time without cost for well
equipped tracks.

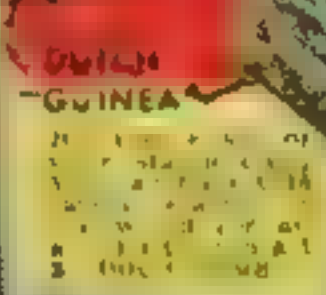
RAILROAD
TRAIN AND CARS

A genuine railroad train
with pullman cars on tea
boats, fully equipped for
five miles of track to ride
on. Don't miss this outfit
for 1000 of socks



ALL DIFFERENT

259



TRIANGLE STAMP

1-SQUARE
STAMP

1. 凡在本行開辦之各項業務，均應遵守本行所訂之各項規章，並應隨時注意本行所訂之各項規章，如有違反者，本行將依法究辦。

YOUNG ADULTS - hundreds of thousands of other fasci-
 cations - numerous stamps from all over the Uni-
 ted Kingdom worth a guaranteed \$5.00 Retail Value
 I ask if you might not be interested in your own I believe
 all you need is 25¢ for a book of the covers of 100 you will
 have passing through this giant red sea - which is
 hundreds of blank albums in every house - by mail or
 in person - for a book of covers and a new space
 We are looking for a new name for the book which
 is now the "Book of the Famous British Victories"
 which you see on the cover - another lie which has
 been told for years - George attached - High Price
 High Value - new book - All we want is your seal for it
 in the name of the sign your name on blood - Harry
 Smith of the "Baroque" Papers is hunted and blood
 we expect we're going to have to get out of town

Run gel that 250
3 1 1 1 1 1
1000 1 1 1 1 1 1

COD. STAMP

[illegible]

Hi to my 25c. Showed the same card de
signed at a party at my place. FREE me
fully illustrated "Midget Stamp Book" for
FREE examination. Bargain Appro. its
absolutely FREE to look at all I want to look
at our free

Name _____

Address _____

Lawyer's Name _____ (3)

(3)

**MORE
BEAUTIFUL
DANDELIONS
LOOK!**

**WHO COULD RESIST
THE NEW DED RYDER
COWBOY CARBINE
IN ACTION WITH BELLY
AND HAZEL CHASE**

the famous
**DANDELION 1/2 SHOT
DED RYDER
COWBOY CARBINE**

IS ON DISPLAY AT YOUR DEALERS NOW AND IS
EXTREMELY POPULAR

That's right, Ded Ryder is a real cowboy, a real hard
warrior, a real hero, a real man, a real cowboy. He's the
DED RYDER COWBOY CARBINE. It's no good to him!
Imagine! It's here, it's here, it's here, it's here, it's here!
What's the story? A show, a show, a show, a show, a show!
Look at the DED RYDER COWBOY CARBINE. It's a real
cowboy, a real hero, a real man, a real cowboy. It's
here, it's here, it's here, it's here, it's here!

No. M-1, Gew. 98

Only \$575

NEW DANDELION CARBINE
Our Dandelion Carbine is a
new, beautiful, and
beautiful. It's a real
cowboy, a real hero, a
real man, a real cowboy.
It's here, it's here, it's
here, it's here, it's here!

NEW DANDELION FLINT-LOCK
This is a new, beautiful,
and beautiful. It's a
real cowboy, a real hero,
a real man, a real cowboy.
It's here, it's here, it's
here, it's here, it's here!

**DANDELION
GRAVITY-FED
REPEATER**



**SHOOTERS!
TRY THIS
TRICK!**

REMINDS THEM TO
GET YOU A
**DANDELION
FOR CHRISTMAS**



ASK YOUR DEALER OR MAIL COUPON FOR
FREE REMINDER KIT



This is a new, beautiful,
and beautiful. It's a
real cowboy, a real hero,
a real man, a real cowboy.
It's here, it's here, it's
here, it's here, it's here!

DANDELION BULLS EYE SHOT IS
for use in
**DANDELION
AIR RIFLES**

APPROVED BY US OF COURSE

MAIL COUPON!

DANDELION ARMS CO.
Dept. Defense, I.G. Farber, Europe
Please rush Dandelion Reminder Kit to me
so's I can start working on the old man

NAME _____
RIGHT HAND, please print

Hi
Pal!
Win
\$100
as I
just
did!

Come on, Buddy. Quit being A BAG-of-BONES Weakling like I was

IN 10 MINUTES OF FUN A DAY YOU Can do ALL I did!

I gained 25 Terrific LBS. of **HANDSOME POWER-PACKED MUSCLES** all over!

DO YOU KNOW WHAT — I'M STILL A SLOB!

I improved my **HE-MAN LOOKS 1000%**

I won **NEW STRENGTH** for money making work!
for WINNING at all SPORTS!

I won **NEW POPULARITY** with NEW FRIENDS BOYS & GIRLS
NEW CHANCES for BUSINESS SUCCESS

YOU CAN
WIN
a BIG 15
SILVER CUP
as I just did
with YOUR
NAME
engraved
on it!

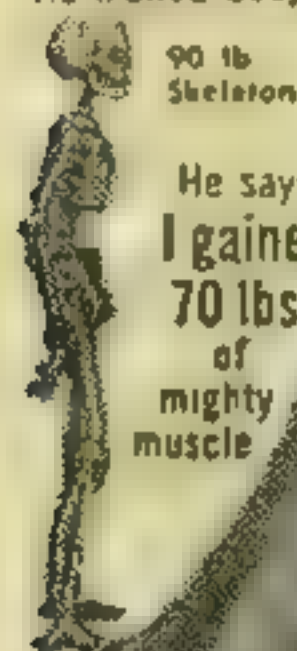


AFTER

He Mailed Coupon
Below is Cleveland

BEFORE

He Mailed Coupon



He says,
I gained
70 lbs.
of
mighty
muscle

"AMAZING
SECRETS"
course that
will show you how to win \$100
This course entitled
"ARMSTRONG'S RACING SHEET".

Now I'm ALL THIS
RICH so I did it ALL with MONEY
ANYHOW. I got
5 PICTURE-PACKED
HE MAN COURSE
WHICH YOU CAN NOW GET FREE
we don't worry, boy
we got a way to get that
old look outta you



heh heh
EVEN IF
THAT
COUPON
GETS
LOST
IN THE
MAILS

"I'm
PROUD
to be
seen
with
Melvin
NOW"
says
Nellie
"Melvin
can lift a 2700 lb.
car. He can shoplift
too. He amazes his
friends!"

You'll be
A Real
ATHLETE
in ALL
SPORTS
Soon
after
YOU
mail
Coupon

EVEN IF THAT COUPON
GETS LOST IN
THE MAILS.

COME ON, PAL, NOW YOU give me
10 PLEASANT MINUTES A DAY
IN YOUR OWN HOME like Jim did
and I'll give YOU A NEW HE MAN BODY
for your OLD SKELETON FRAME

NO! I don't care how skinny or flab-
by you are. As long as you've got
money! I'll make you OVER by the
SAME method I turned myself from
a wreck to the strongest of the
strong YES I will reveal to you the
secret of using the word "SHAZAM!"

Develop YOUR 520 MUSCLES
Eliminate ALL 13 odor areas.

YES! You'll see INCHES added to
your ARMS and CHEST Your BACK
and SHOULDERS broadened From
head to heels you'll gain SIZE,
POWER SPEED For you see we're
going to ship you a BEE HIVE Each
bee sting guaranteed to swell you an INCH

"Congratulations,
John! At last you
mailed the coupon
as EVERY MAN
should Soon You'll
be as big and strong
as I am."
says Jim Fuller
to John Haffer



EASY-CHANGE ALL FREE COUPON

1 FIVE COURSES 2 RACING FORM
3 ENVELOPE 4 STAMP

Tell Me How to
Get Something
For Nothing.

ALWETT INSTITUTE OF PHYSICAL TRAINING
18 LATISMUS AVENUE, DELTOLD, MISSISSIPPI

FREE FREE FREE FREE FREE FREE
PATRIZIE BOUNCES

NAME _____ AGE _____

ADDRESS _____ CITY _____ STATE _____

ZIP _____

Mail Coupon in Time for FREE offer and PRIZES!

COMING ATTRACTIONS!



PATHOS! TENSION! EXCITEMENT!
HERE IS A SCENE FROM ONE OF E.C.'S "NEW DIRECTION" MAGS.

IMPACT

AND THEN, DOWN DEEP INSIDE YOU
YOU FEEL THE CHILL THE COLD CHILL
THE CHILL OF DEATH, YOU STARE
AT THE PAPER ON YOUR LAP, UNABLE
TO RAISE YOUR EYES AFRAID TO SEE
WHAT YOU KNOW IS THERE. BUT,
AFTER A FEW TERRORIZED MOMENTS,
YOU CAN'T STAND IT! YOU DO LOOK
UP! AND YOU SEE HIM

HE SITS STIFFLY, READING HIS PAPER, NOT LOOKING AT YOU, NOT
NOTICING YOU. BUT YOU'VE SEEN HIM, CARL! YOU'VE SEEN HIS FACE..
THE ONE YOU *KNEW* SOMEDAY YOU'D SEE AGAIN THE FACE YOU'VE BEEN
AFRAID TO SEE FOR TEN LONG YEARS YOUR MOUTH TWITCHES. YOUR
HANDS OPEN AND CLOSE, WET WITH PERSPIRATION

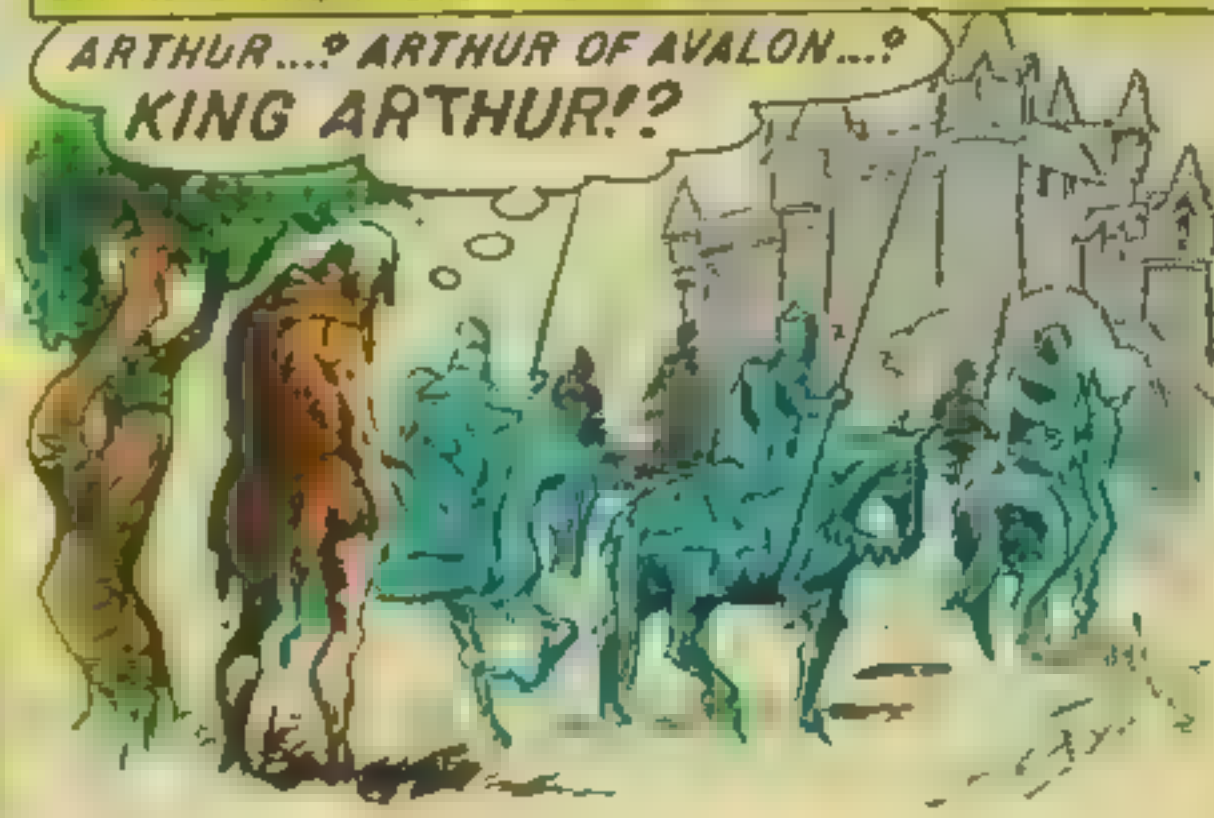


The Roman Arena! The French Revolution! Napoleon!
HERE IS A SCENE FROM ANOTHER OF E.C.'S "NEW DIRECTION" MAGS...

VALOR

THE OLD SWINEHERD LOOKED UP WITH HORROR AND
AWE AS HIS TREMBLING HANDS WERE STRETCHED
ACROSS A BOULDER AND HIS CHAINS WERE SHAT-
TERED WITH THE BLOW OF A BATTLE-AXE...

THE SERF STOOD BREATHLESSLY...UNCOMPREHEND-
INGLY...WATCHING THE KNIGHT AND HIS RETENUE RIDE
OFF INTO THE MIST. AND HE NO LONGER WORE CHAINS...





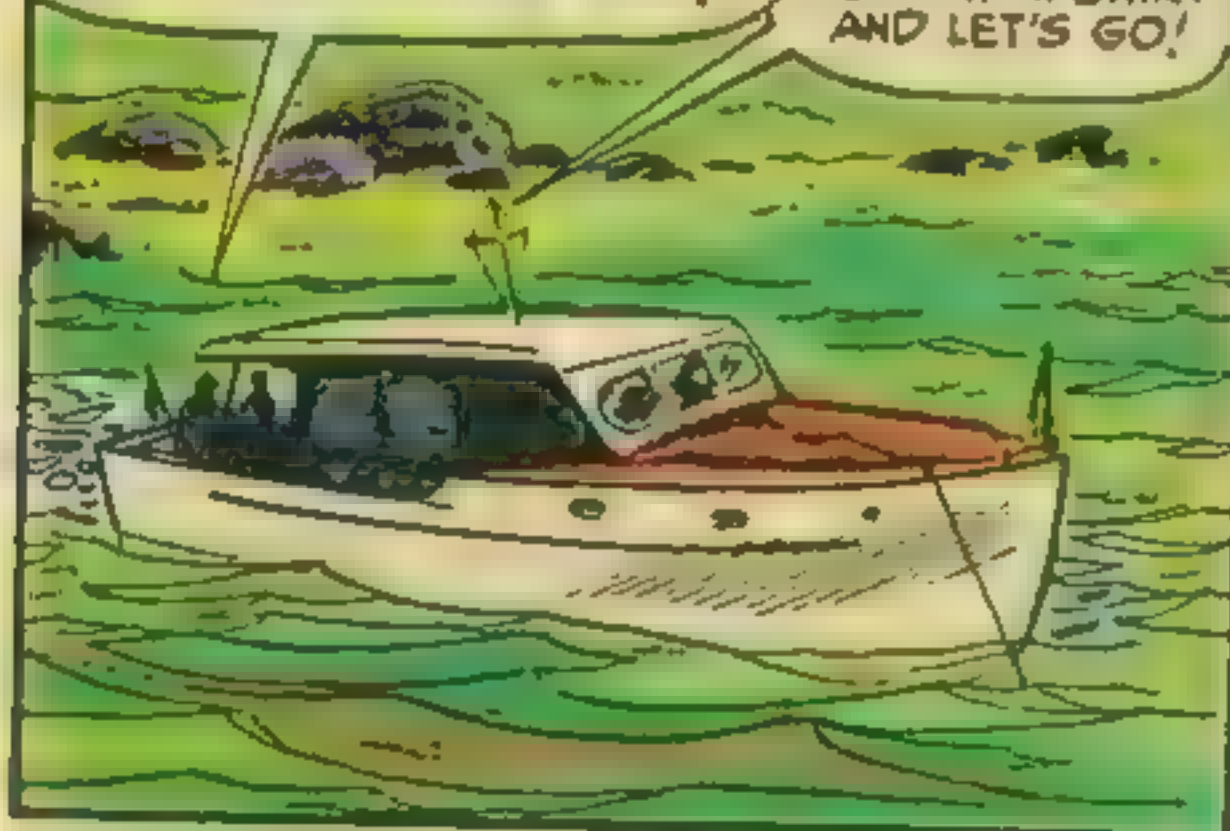
INTRIGUE! HEADLINES! THRILLS!
FOLLOW KEITH MICHAELS, W.P. SPECIAL CORRESPONDENT, IN E.C.'S "NEW DIRECTION" MAG...

EXTRA!

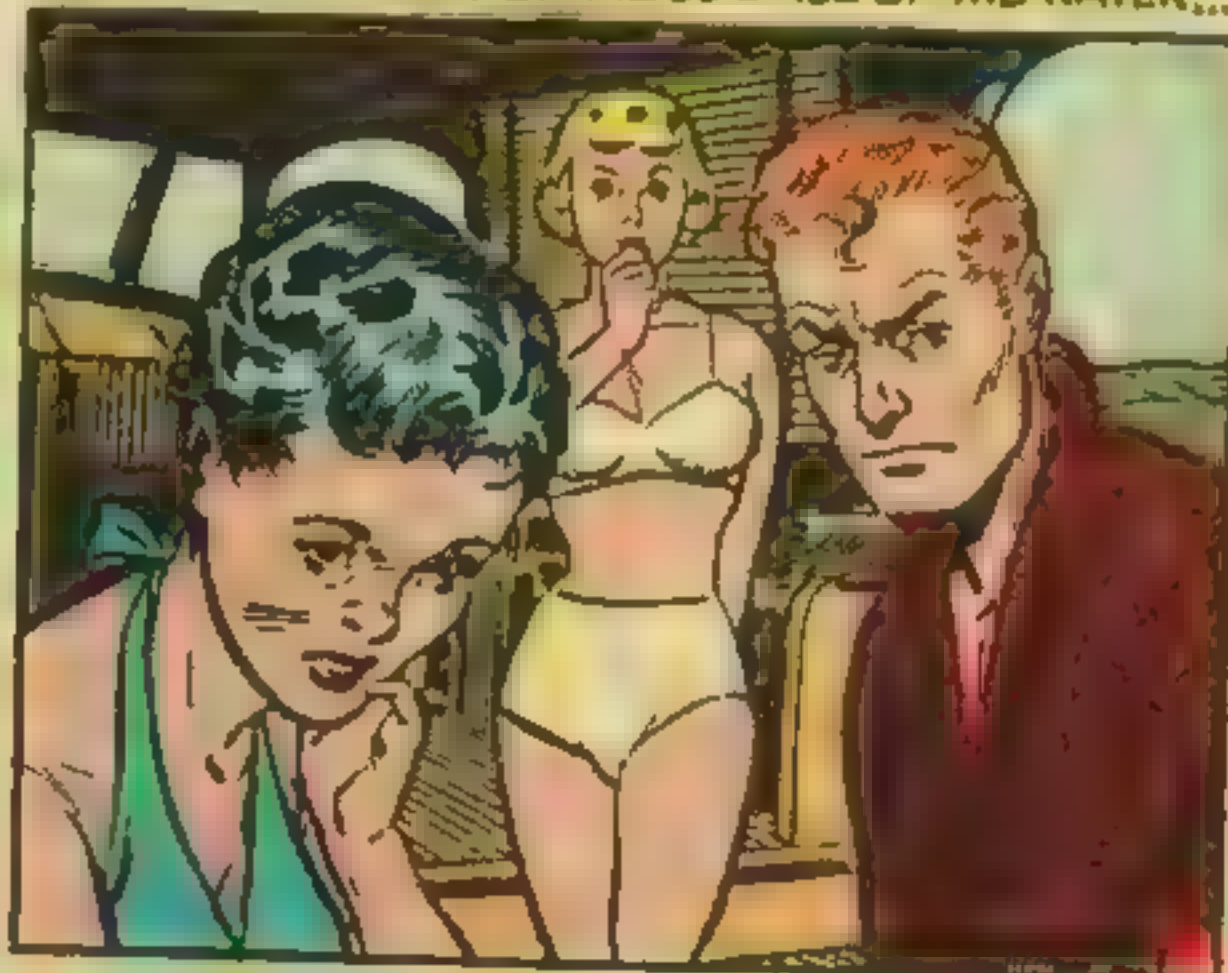
AND STILL LATER.. OUT AT THE ISLAND REEFS...

WAIT A MINUTE, MICHAELS! I DON'T LIKE THIS SPOT! LET'S TRY THE OTHER END OF THE REEFS! YOU DON'T WANT TO DIVE HERE!

SURE I DO! I'M ALL SET! COME ON! TAKE OFF THAT SHIRT AND LET'S GO!



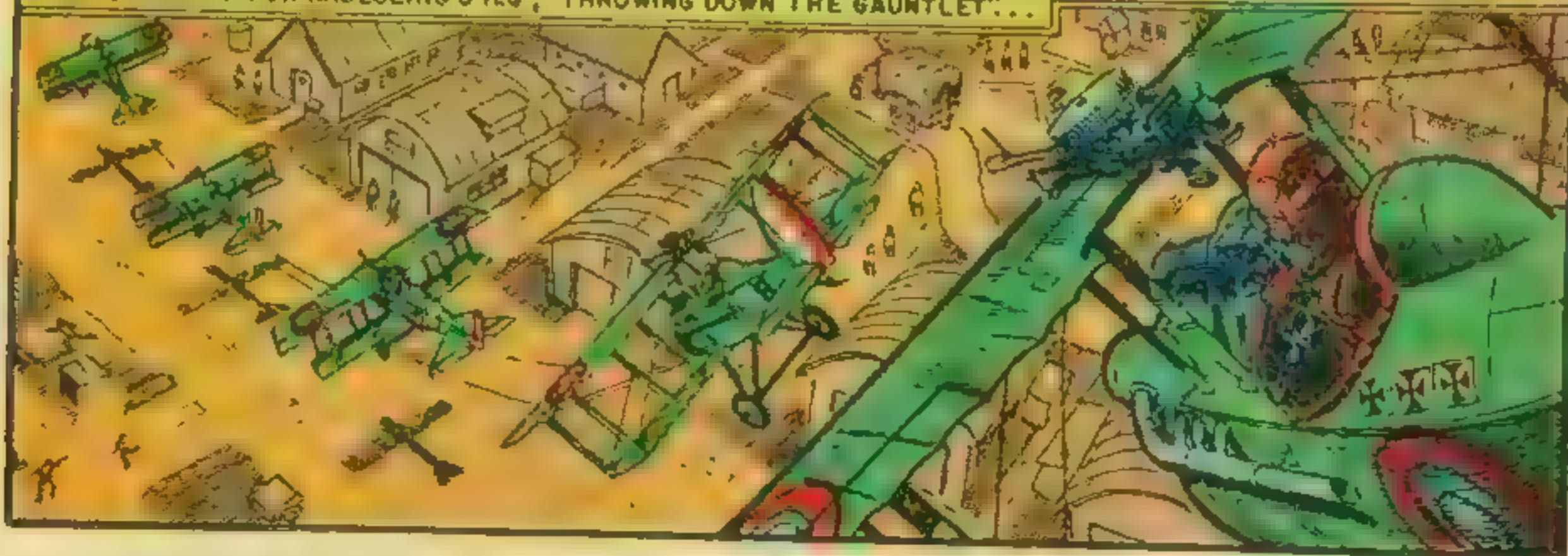
KEITH DIVES. IN THE BOAT ANNOUS, STRAINED FACES WAIT THROUGH THE LONG MINUTES, WATCHING THE AIR BUBBLES BURST ON THE SURFACE OF THE WATER...



SCREAMING ACTION! BLAZING GUNS! EXPLODING FURY!
TAKE TO THE COMBAT SKIES IN E.C.'S "NEW DIRECTION" MAG...

ACES HIGH

YES, THAT'S HOW IT WAS. EVERY DAY, WE GALLANTLY FOUGHT A GALLANT ENEMY.. WITHOUT REALLY HATING HIM! WE COULDN'T EVEN HATE THE JERRIES A COUPLE OF DAYS LATER, WHEN IT HAPPENED. THE C.O., COL. MIKE PEPPER, HAD LED EIGHTEEN OF US OVER JAGSTAFFEL II'S AIRDROME. WE'D DROPPED LOW OVER THE FIELD, BUZZING VON KRUESLING'S H.Q., "THROWING DOWN THE GAUNTLET"...



And now, the most revolutionary idea ever presented in comics!
Discover the innermost secrets of people searching for peace
of mind in E.C.'s "New Direction" mag...

PSYCHOANALYSIS



THE SUBJECT'S PARENTS PASSED OUT THROUGH THE WAITING ROOM. THE DOCTOR SHOOK HIS HEAD...

THERE'S 90% OF THE TROUBLE. A BAD MARRIAGE. INCESSANT QUARRELS OVER HEARING THE CHILD. THE FATHER PULLING ONE WAY. THE MOTHER, THE OTHER. NO WONDER THE BOY'S IN A STATE OF REBELLION AGAINST BOTH OF THEM!

THE DOCTOR BECKONED TO THE SUBJECT. THE BOY HESITATED, THEN ENTERED THE OFFICE...

HOW HE STARES AT ME! SUSPICIOUS... FRIGHTENED. MISERABLE. HE THINKS I WANT SOMETHING OF HIM, TOO!

LISTEN TO ME, FREDDY... CAREFULLY. YOU'VE FAILED YOUR STUDIES... YOU PLAY HOOKY FROM SCHOOL. YOU'VE DROPPED SPORTS. YOU WON'T PLAY THE PIANO OR PAINT... YOU SCARCELY GO OUT! WHEN YOU DO, YOU STEAL THINGS! WHY?

I... I DON'T KNOW!

AS MANY OF YOU KNOW, WE AT E.C. HAVE BEEN HARD AT WORK PREPARING A COMPLETELY NEW LINE OF MAGAZINES TO REPLACE THE ONES WE'VE DROPPED! AFTER MUCH HEAD-SCRATCHING, NAIL-BITING, AND BRAIN-RACKING... FOLLOWED BY PLENTY OF PENCILING, INKING, AND EDITING... WE ARE AT LAST READY TO UNVEIL OUR "**NEW DIRECTION**" MAGAZINES! TO AROUSE YOUR CURIOSITY, WE'VE PRESENTED THIS UNVEILING IN THE FORM OF COMING ATTRACTIONS! NOW YOU'VE SEEN THEM!

LOOK FOR THEM ON YOUR NEWSSTANDS!

IF YOU'D LIKE TO SUBSCRIBE TO ANY AND/OR ALL OF THESE "NEW DIRECTION" MAGS, FILL OUT THE COUPON BELOW, ENCLOSE \$1.00 FOR EACH SUBSCRIPTION, AND MAIL TO...

ENTERTAINING COMICS
ROOM 706
225 LAFAYETTE STREET
N.Y.C. 12, N.Y.

PLEASE SEND ME 8 ISSUES OF THE
MAGAZINE(S) I HAVE CHECKED. I ENCLOSE
ONE DOLLAR (\$1.00) FOR EACH SUBSCRIPTION.

☐ IMPACT

☐ ACES HIGH

☐ VALOR

☐ PSYCHOANALYSIS

☐ EXTRA!

☐ MAD

NAME

ADDRESS

CITY ZONE NO.

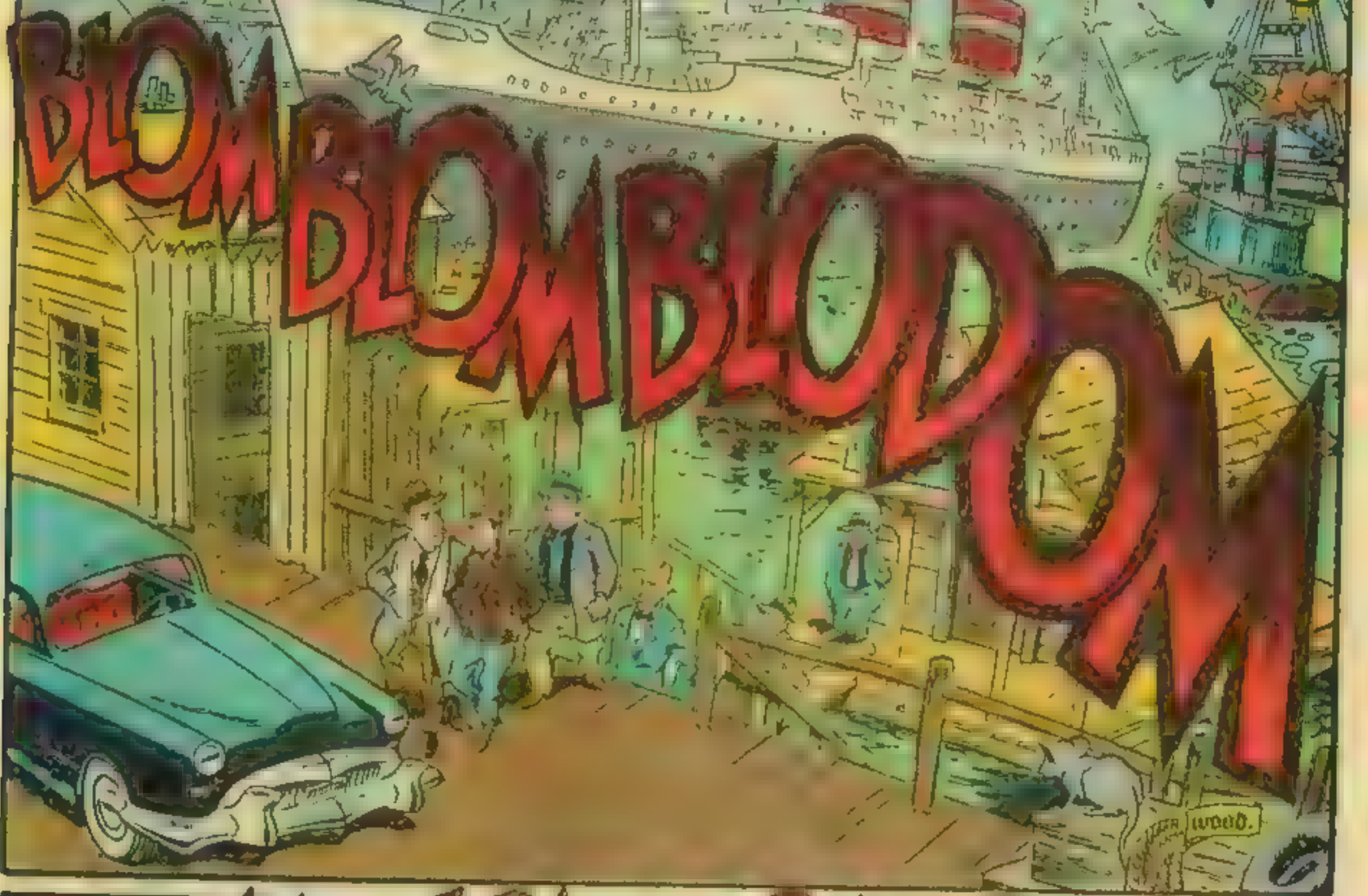
STATE

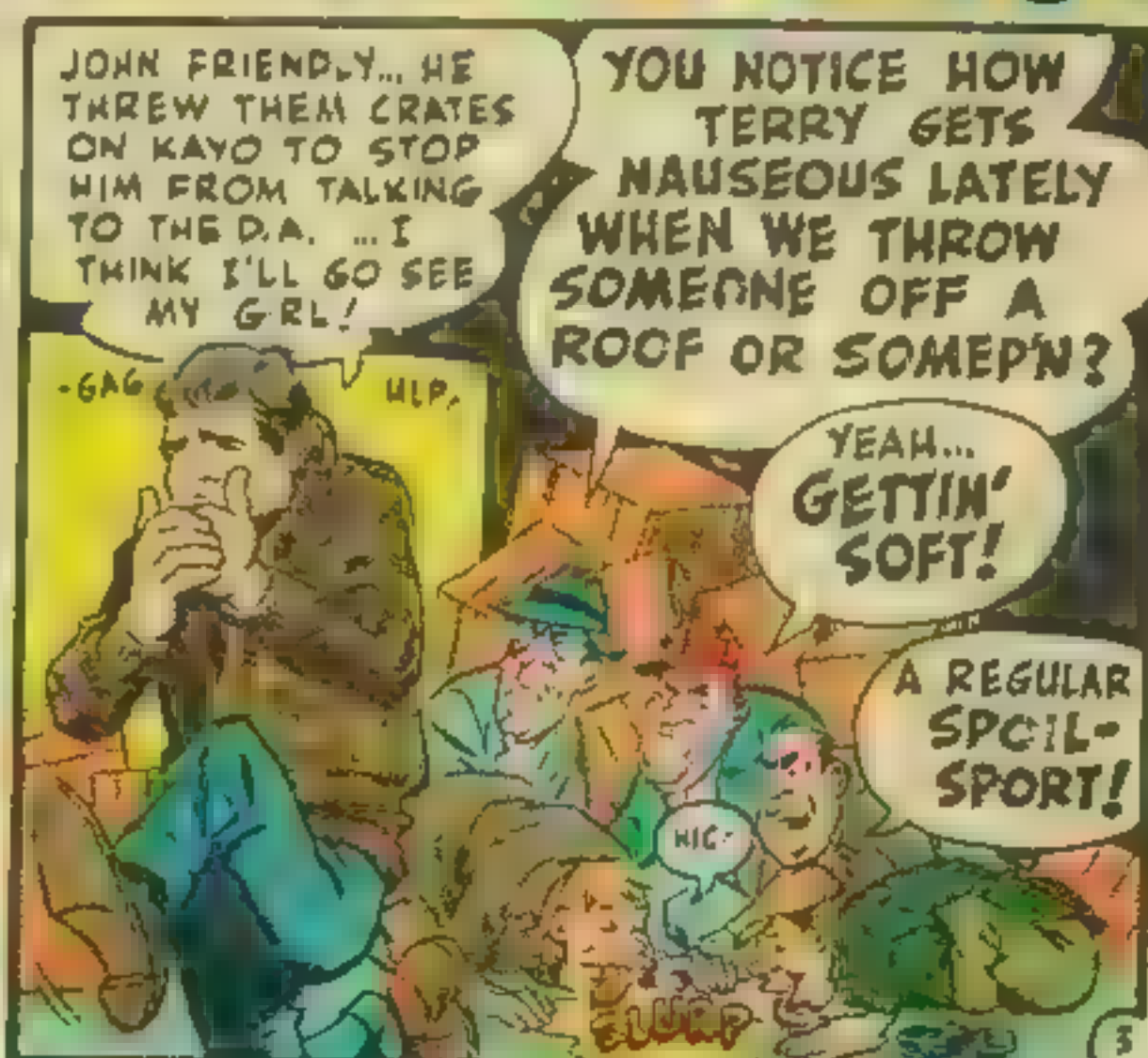
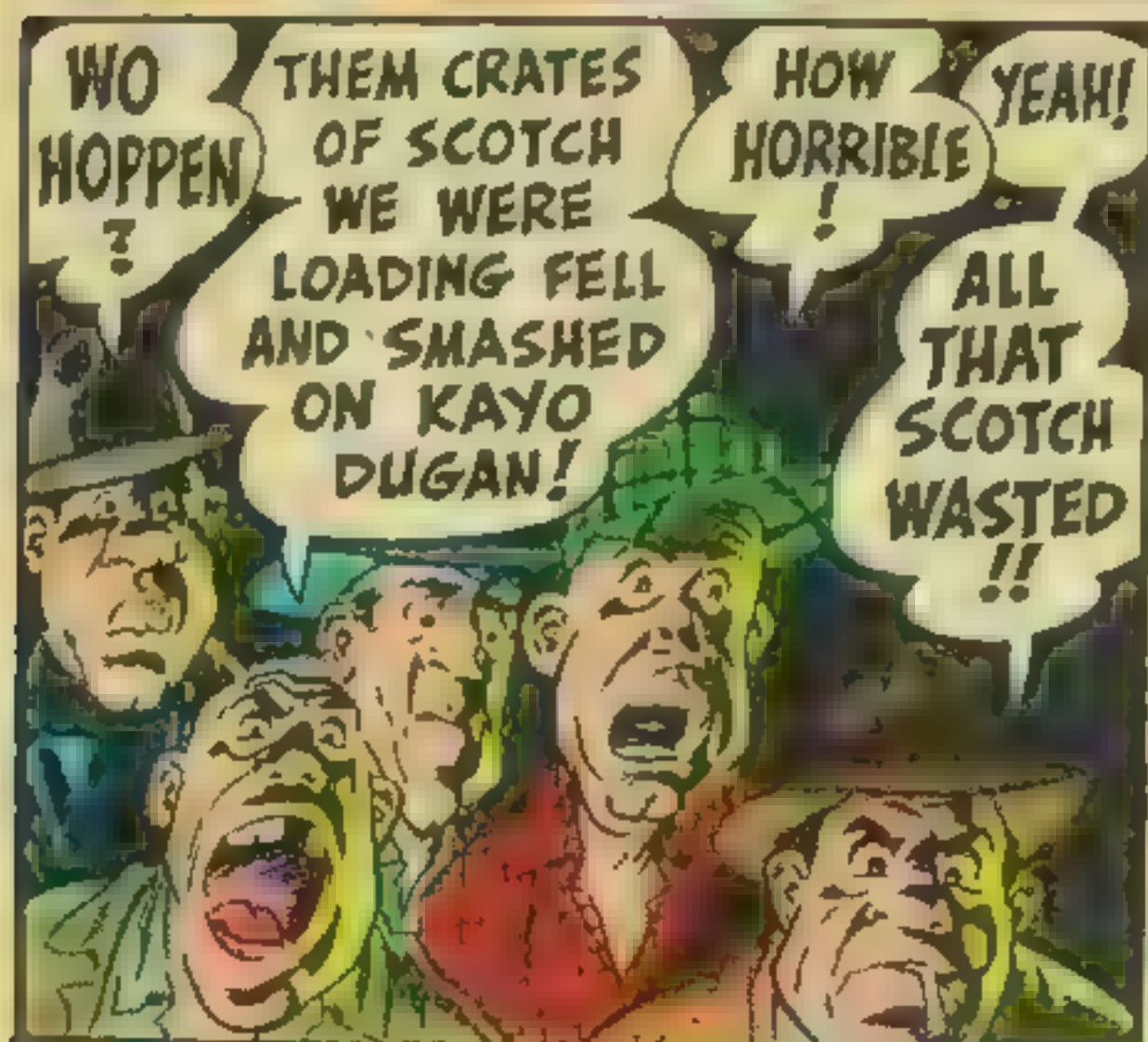
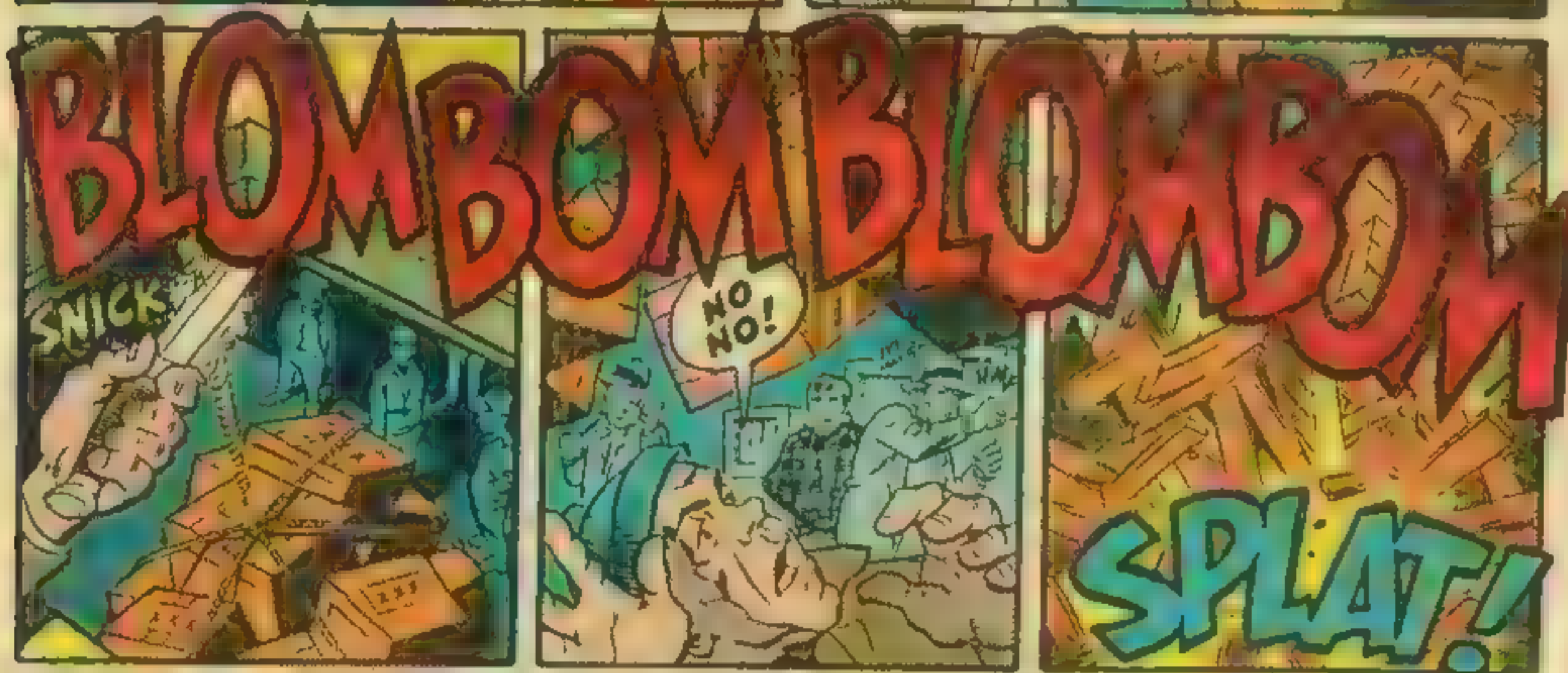
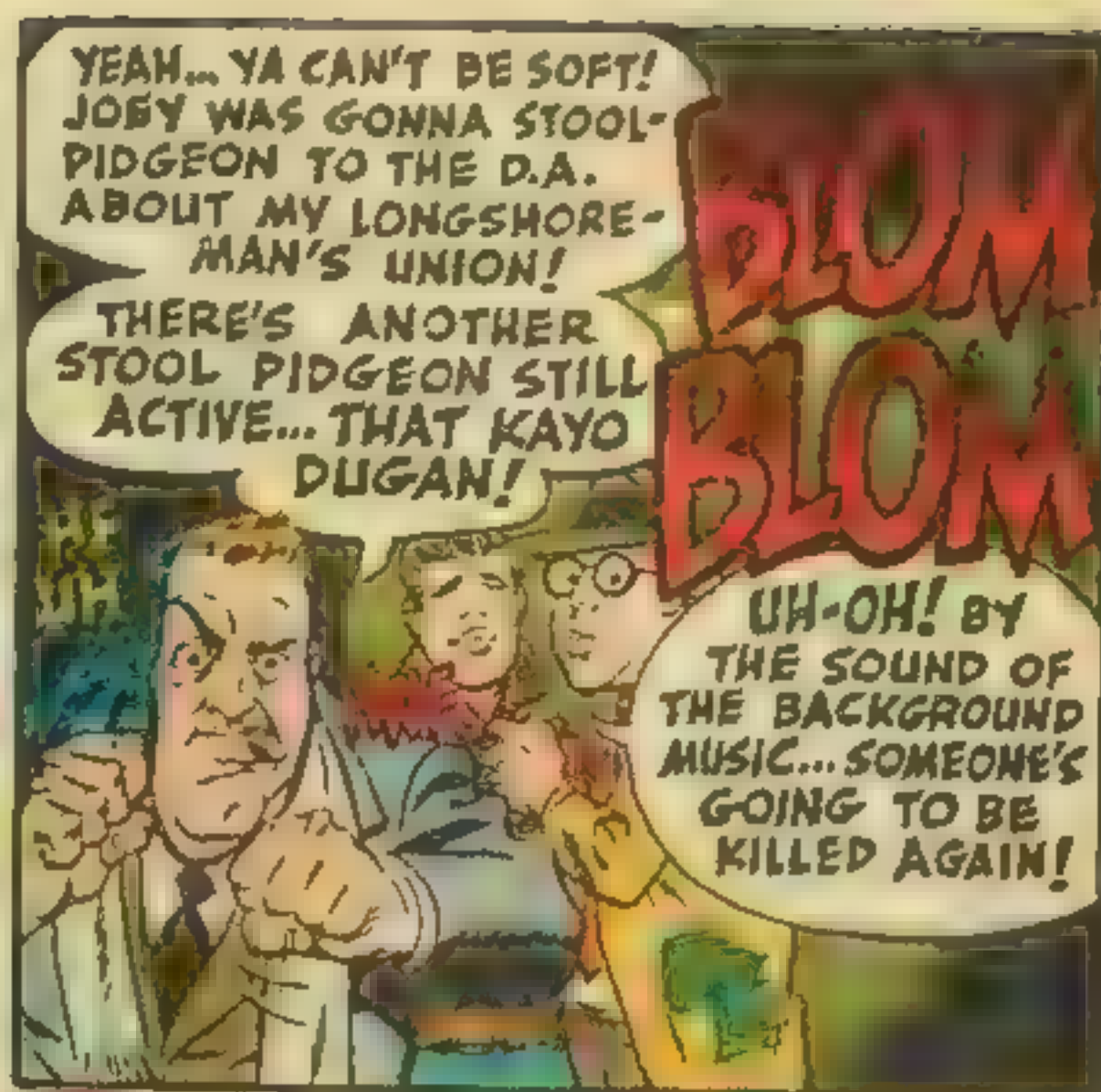
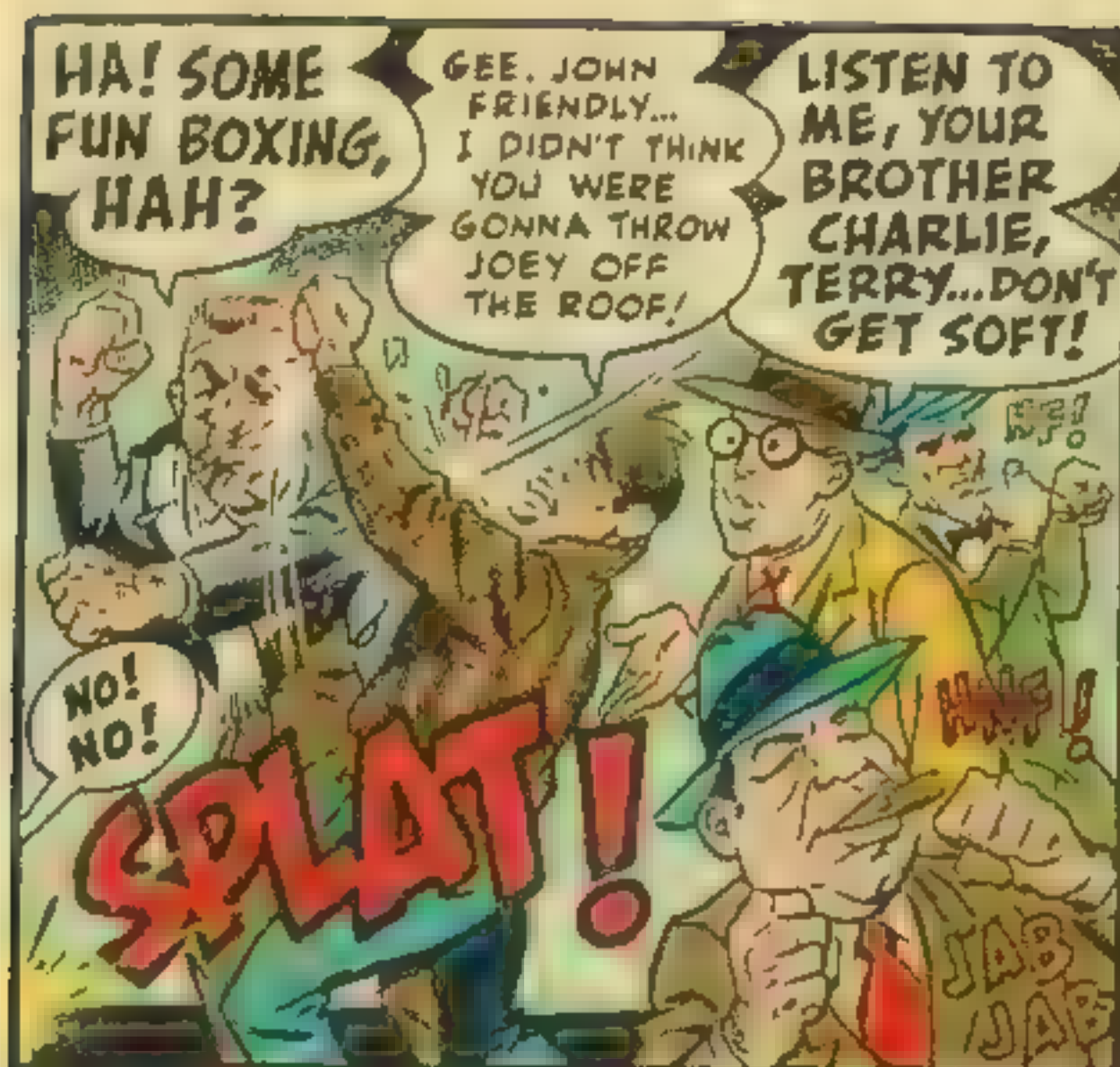
☐ PANIC

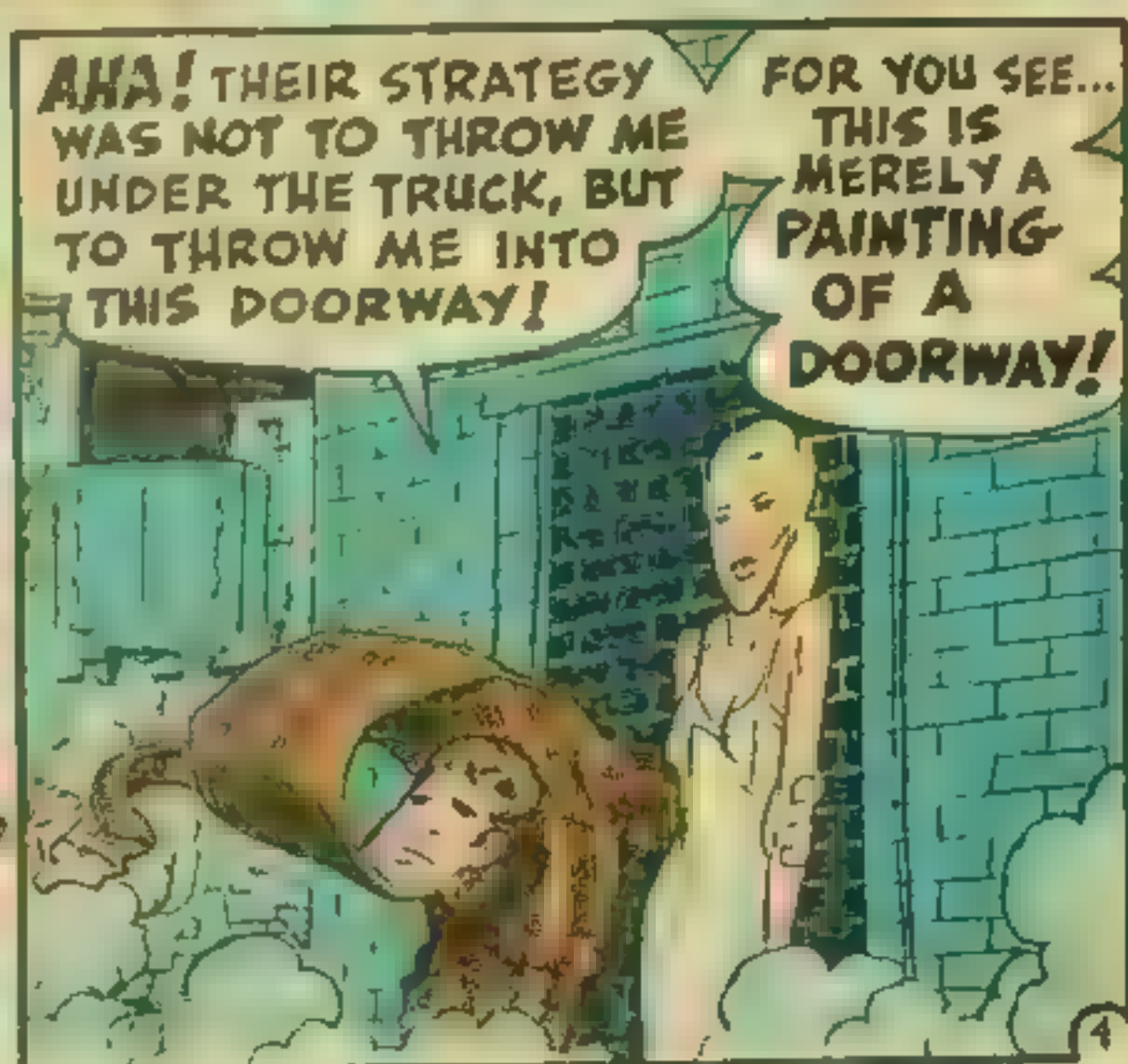
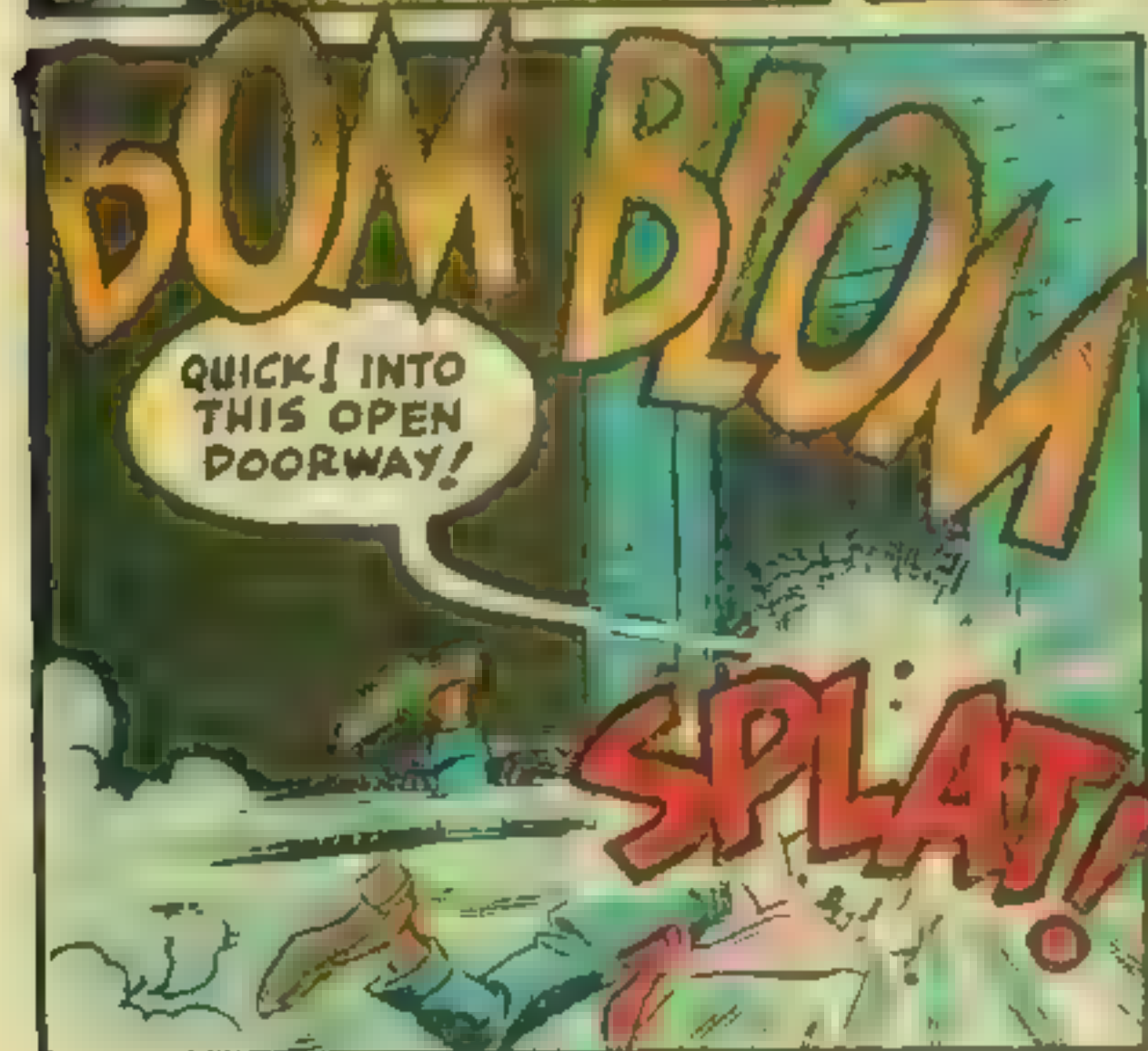
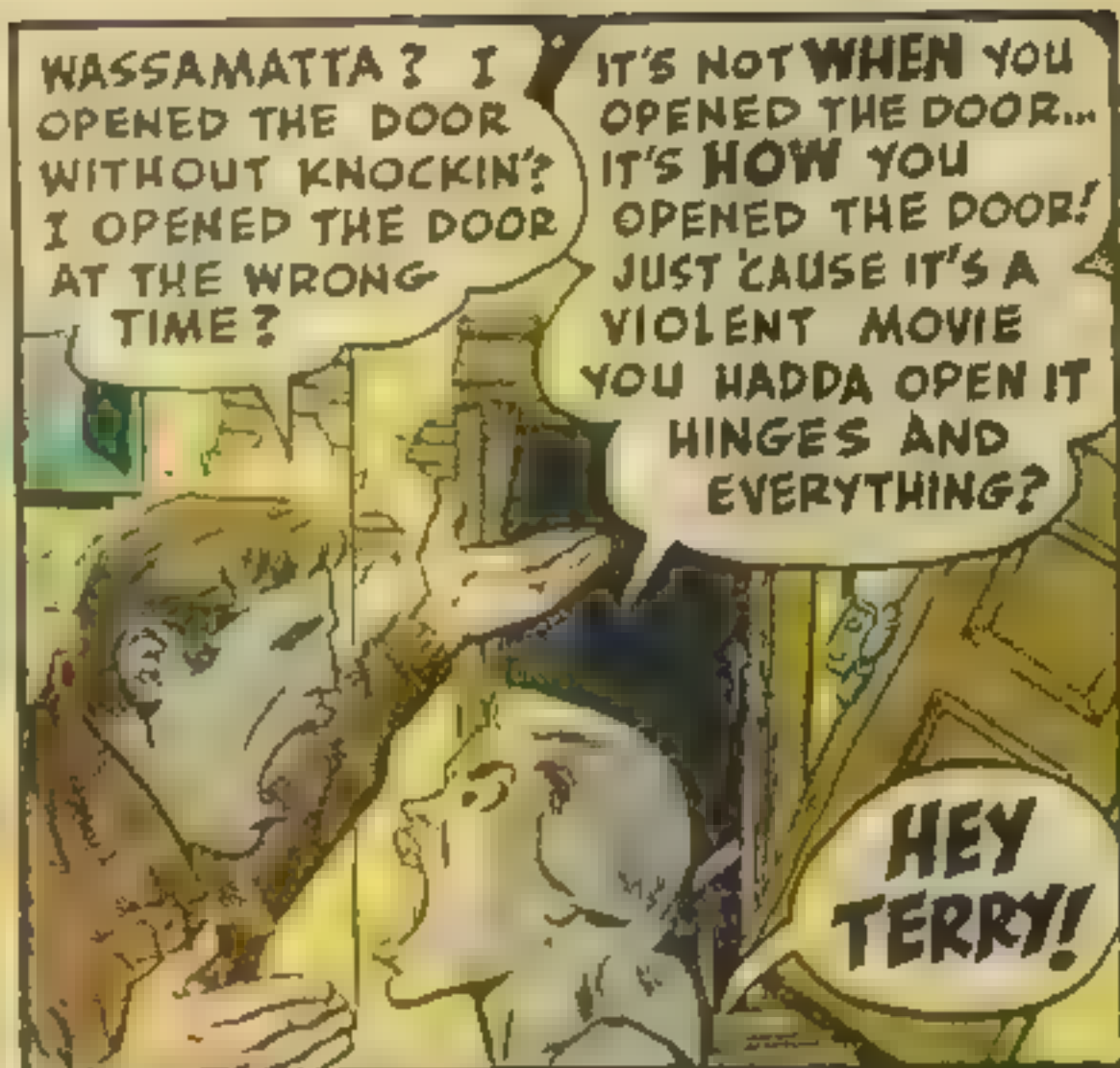
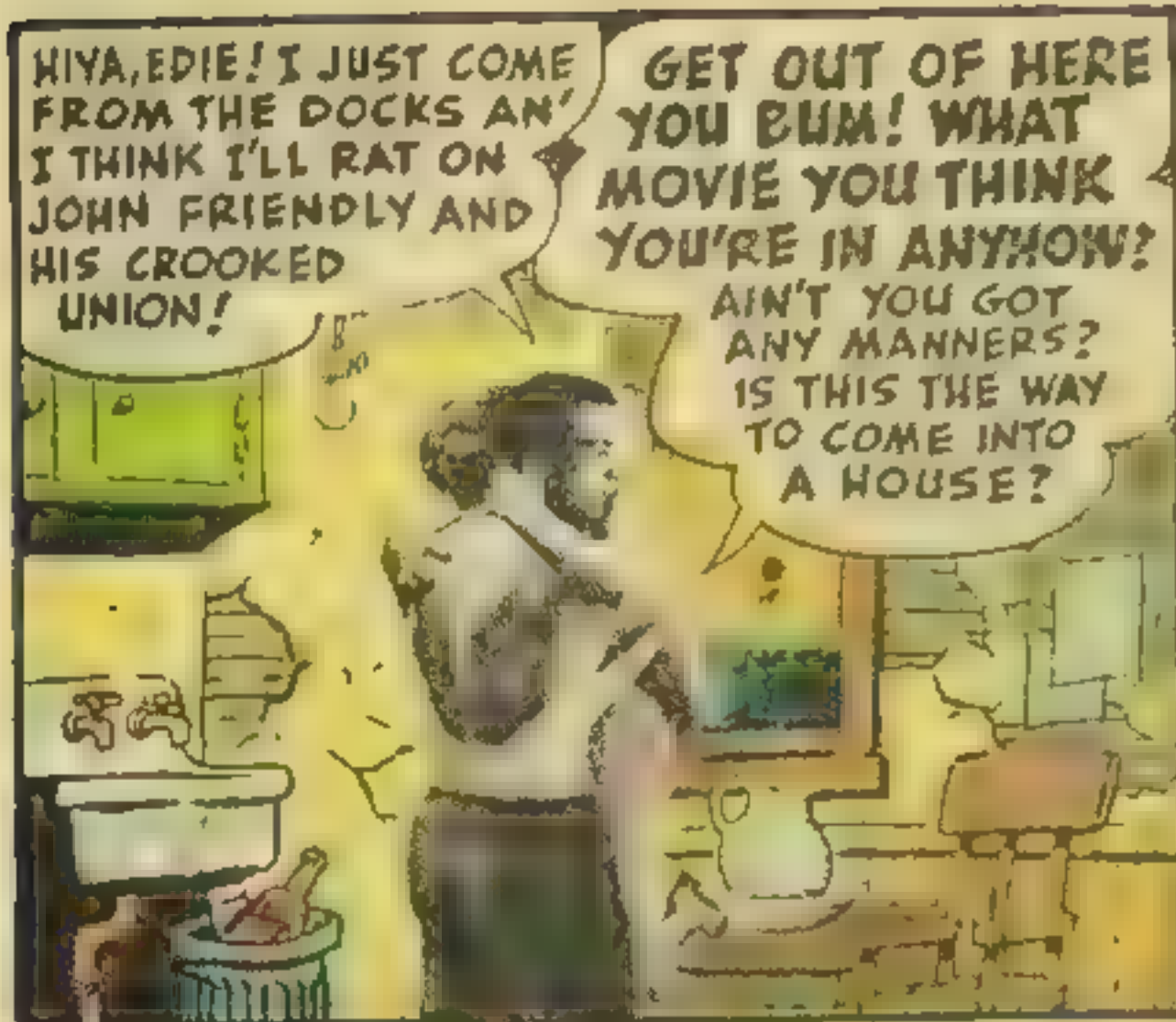
☐ PIRACY

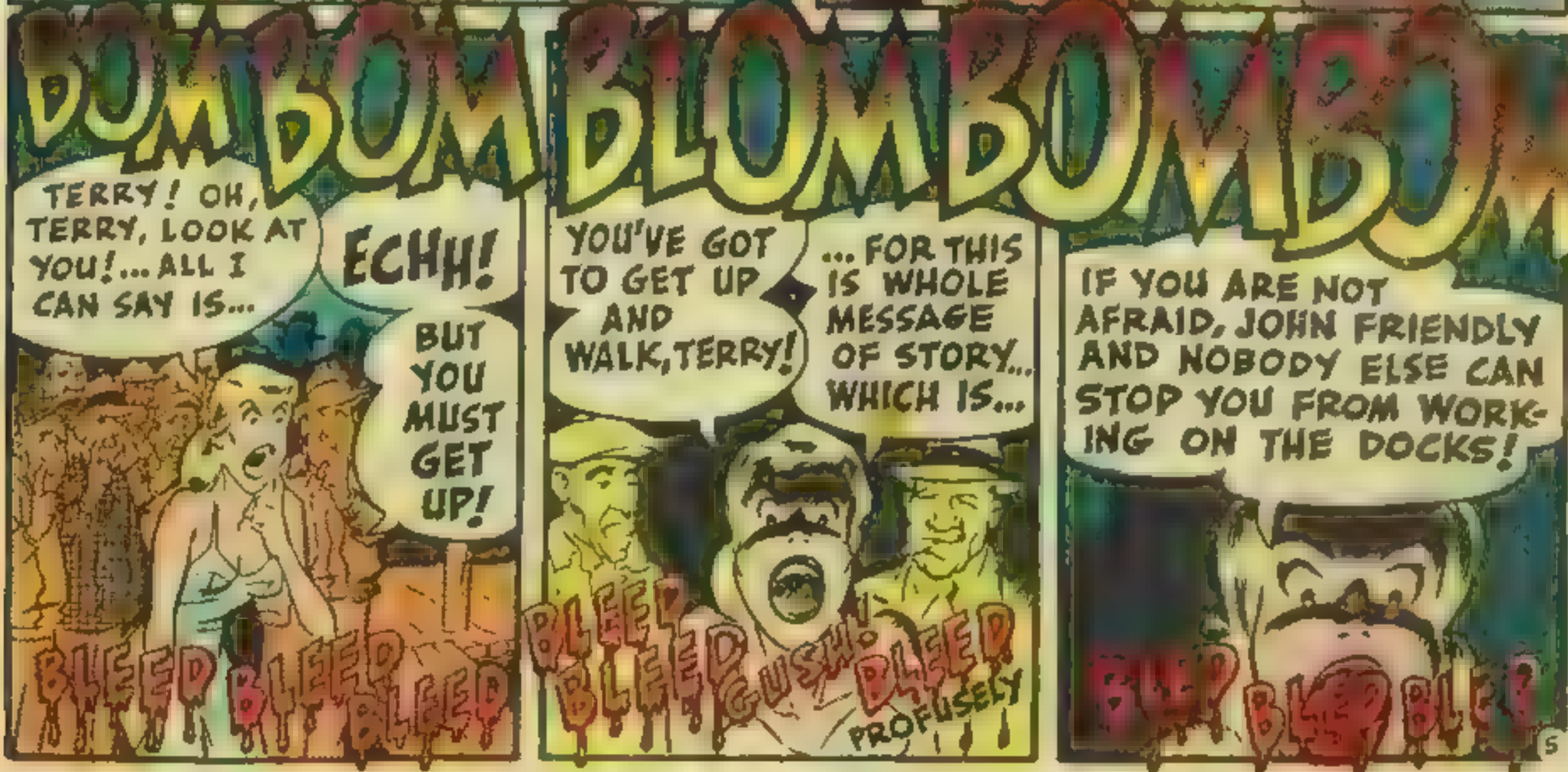
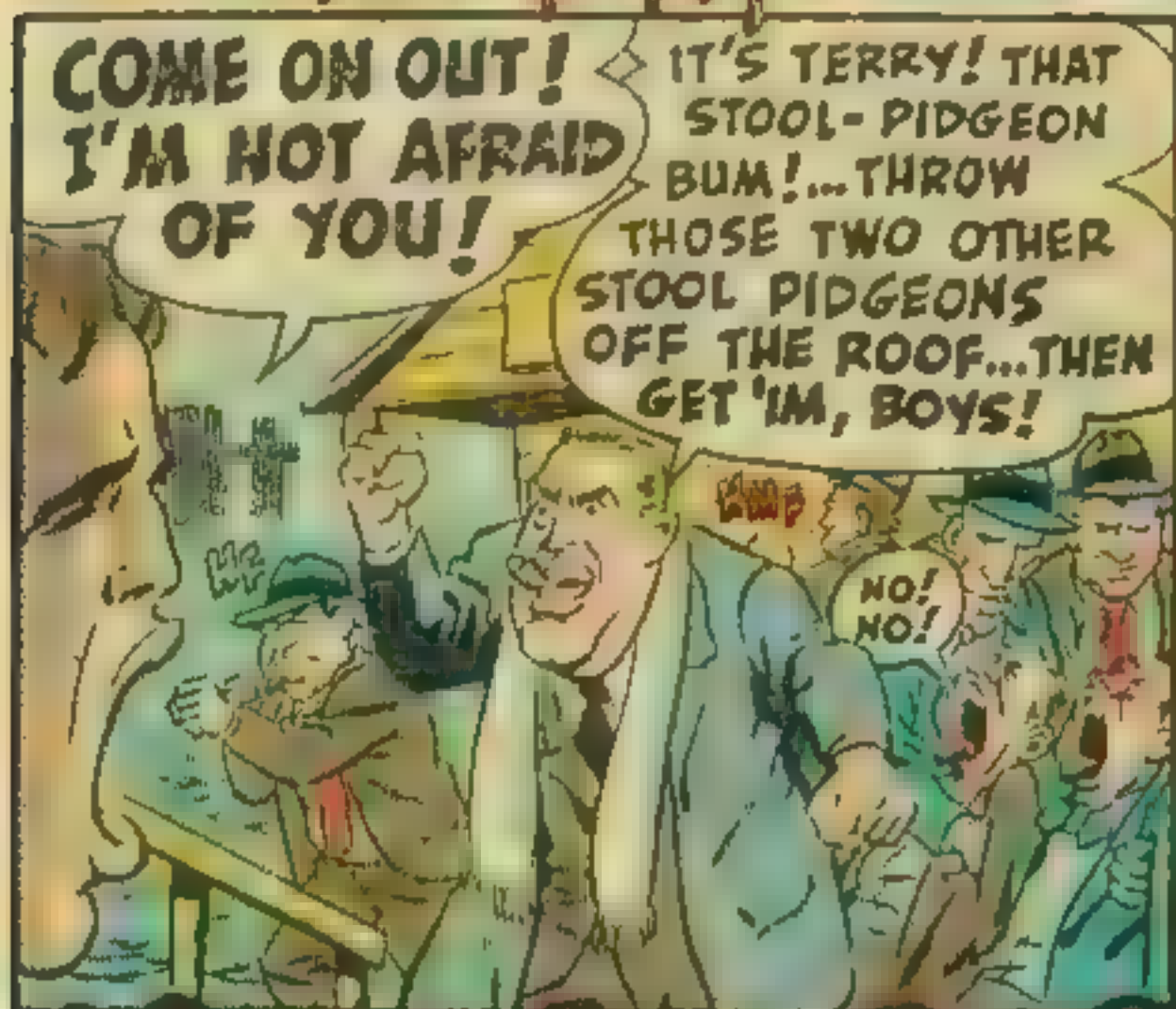
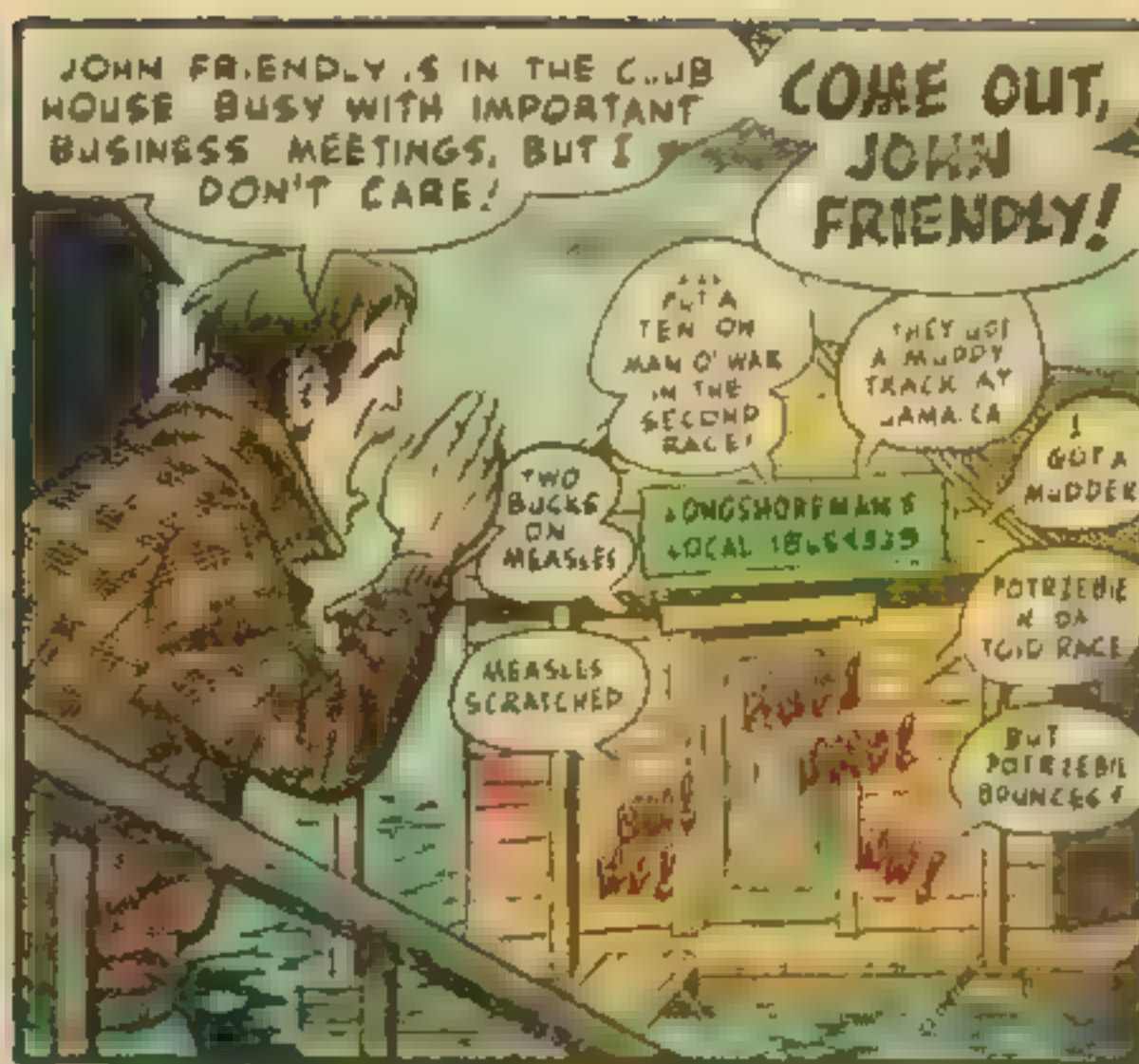
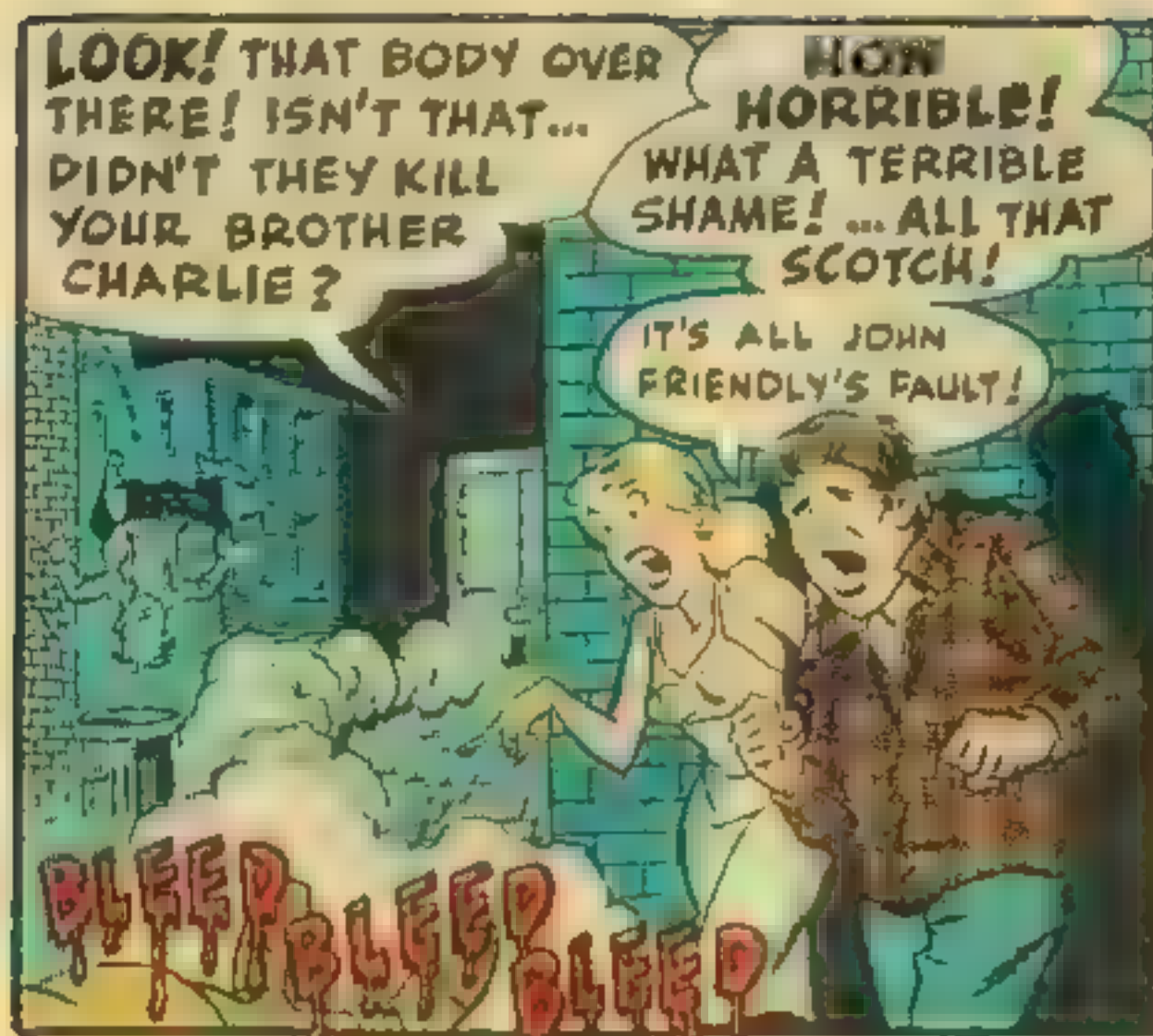
MOVIE DEPT.: PLEASE EXCUSE THE HANDWRITING! ...WE JUST SAW A PICTURE THAT MADE US SLIGHTLY NERVOUS!..SUCH ACTION!..SUCH VIOLENCE! PEOPLE GETTING KILLED!..PEOPLE GETTING BEAT UP! BLOOD ALL OVER EVERYTHING!..EVEN THE MUSIC ..INSTEAD OF MUSIC.. DRUMS .. THAT KNOCK YOU OUT OF YOUR SEAT! LIKE FOR NSTANCE, HERE'S HOW IT STARTS IN.

UNDER THE WATERFRONT!









BLUM BLUM DUM DUM DUM

CAN YOU HEAR ME
OVER THE BACKGROUND
MUSIC, TERRY?

THAT'S IT...
GET UP AND
GO TO WORK,
TERRY!

WE NEED THE
MONEY, TERRY!

HURRAY! HE'S
WALKING!

HE'S
WALKING!

WHAT AN
ENDING!

LISTEN HOW
THE BACKGROUND
MUSIC IS
BLASTING!

LOOK
HOW
EVERYTHING
IS FALLING
TO PIECES!

HE'S PUNCHING
THE TIME-
CLOCK!

IT'S
PUNCH-
ING
HIM
BACK

BOMB BOMB

HA HA JOHN FRIENDLY!
HE WENT TO WORK ON
THE DOCKS AND YOU
COULDN'T STOP HIM!

★ DOESN'T
THAT PROVE
THAT CRIME
DOESN'T PAY
AND PICTURES
END HAPPY?

DON'T BE RIDICULOUS!
IT MERELY PROVES I
NEEDED HIM TO GO TO
WORK 'CAUSE NO ONE
ELSE IS LEFT! ... I
THREW 'EM ALL OFF
THE ROOF!



Finally, as this, our current session draws to a close, we look at our calendar and calculate that at this moment, you, our reader, are somewhere in the waning days of December . . . the twilight of the year.

And so we momentarily swivel our swivel-chairs about putting the lampoonery, the buffoonery out of sight and out of mind, and we take up the pleasanter spirit of purely good cheer.

To each and every one of you good readers, we would like to send to you our greetings of the season. To each and every one of you, may you have the Very-est, Merriest Christmas . . . and/or (depending when you read this, be that as it might), may you have the Happiest, Carefree-est New Year that you have ever experienced and may you have many many more of the same for the rest of your natural-born days.

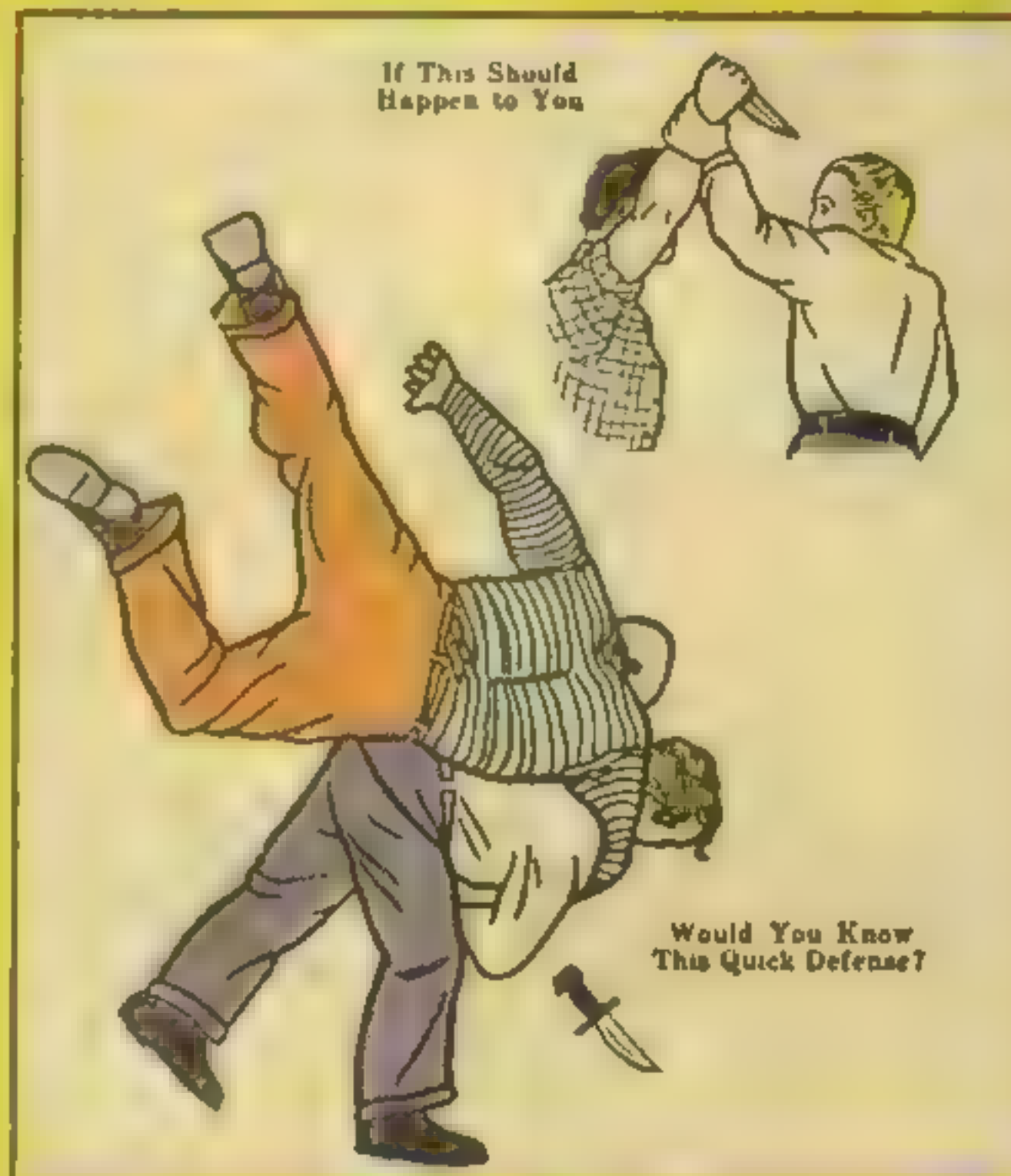
—the Editors and Staff

You, Too, Can Be Tough!

GREATEST SELF-DEFENSE OFFER EVER MADE!

LIGHTNING JU-JITSU

Master Ju-Jitsu and you'll be able to overcome any attack—win any fight! This is what this book promises you! *Lightning Ju-Jitsu* will equip you with a powerful defense and counter-attack against any bully, attacker or enemy. It is equally effective and easy to use by any woman or man, boy or girl—and you don't need big muscles or weight to apply. Technique and the know-how does the trick. This book gives you all the secrets, grips, blows, pressures, jabs, tactics, etc. which are so deadly effective in quickly "putting an attacker out of business." Such as: Hitting Where It Hurts—Edge of the Hand Blow—Knuckle Jab—Shoulder Pinch—Teeth Rattler—Boxing the Ears—Elbow Jab—Knee Jab—Coat Grip—Bouncer Grip—Thumbscrew—Strangle Hold—Hip Throw—Shoulder Throw—Chin Throw—Knee Throw—*Breaking a Wristlock*, or Body Grip, or Strangle Hold—*Overcoming a Hold-up*, or Gun Attack, or Knife Attack, or Club Assault, etc. etc.—Just follow the illustrations and easy directions, practice the grips, holds and movements—and you'll fear no man.



FREE

How to Perform STRONG MAN STUNTS

With every order we will send you ABSOLUTELY FREE this exciting book! It shows you the *secret* way in which YOU will be able to: tear a telephone book in half—hammer a nail into a board with your bare fist—rip a full deck of cards into two parts—crush and shatter a rock with a blow of your hand—and many other stupendous strong man stunts! All this will be easy for you using the confidential, hidden way shown in this amazing book! Don't miss this amazing combined offer—on our FIVE DAY TRIAL! If not delighted with your results, your money back at once.



FREE 5 DAY TRIAL

B-J Co. Dept. EC-9

400 MADISON AVE., NEW YORK, N. Y.

Please send **LIGHTNING JU-JITSU**, plus **FREE** copy of **HOW TO PERFORM STRONG MAN STUNTS**. If not satisfied I may return both books in 5 days and get my money back.

I enclose \$1—Send Postpaid (Sorry, No C.O.D.'s)

Name _____

Address _____

City _____ Zone _____ State _____

Get the good things in life, learn high-paying TELEVISION-Radio-Electronics

"I WAS GETTING NOWHERE FAST... 'til one day I dropped in on my friend Tom..."

Shop-Method Home Training Equips You to SUCCEED!

HI, TOM! HOW COME ALL THE RADIOS AND TV SETS?

THEY BELONG TO NEIGHBORS—I'M REPAIRING 'EM!



SHORTAGE OF TECHNICIANS as Radio-TV industry booms! With the right training you too can earn top pay, or succeed in your own business. Find out immediately!

YOU?

SURE! I NEVER KNEW I COULD DO IT MYSELF UNTIL NATIONAL SCHOOLS SHOWED ME HOW. THIS COURSE IS SOLID—HELPS ME MAKE MONEY!



EARN AS YOU LEARN, make part-time money the National Schools way! Are you draft age? Our approved training will prepare you for higher ratings and better pay

National Schools trains you at home in your spare time for this fascinating, profitable field!



YOU NEED SHOP-TESTED TRAINING!

National Schools—a world-famous technical trade school for almost 50 years—brings you practical, all-inclusive Home Training, for success in Television-Radio-Electronics. We give you job placement assistance, too! But don't delay—send coupon at once!

NATIONAL SCHOOLS

Technical Trade Training Since 1905

LOS ANGELES 37, CALIFORNIA

IN CANADA: 811 W. Hastings St. Vancouver, B.C.

- Approved for G.I. Training
- Both Home Study & Resident courses offered
- Auto Mechanics & Diesel Training also offered

YOU MEAN THEY EVEN SENT YOU THIS MULTITESTER?

YOU BET! PLUS PARTS TO BUILD THIS BIG SUPERHET RECEIVER!



WE SHOW YOU HOW to build Receivers, Signal Generator, Audio Oscillator, and other equipment, with parts we send you! They're yours to keep, part of your course!

TAKING THIS COURSE WAS THE SMARTEST MOVE I EVER MADE!

I'M SOLD! IT'S NATIONAL SCHOOLS FOR ME, TOO!



SEND COUPON BELOW for famous illustrated Free Book and Free Lesson. Absolutely no obligation. We simply give you the facts—you make your own decision!



MAIL NOW TO OFFICE NEAREST YOU!

(mail in envelope or paste on postal card)

NATIONAL SCHOOLS, Dept. R 1 P-104

4000 S. Figueroa St., Los Angeles 37, Calif. or 323 W. Polk St., Chicago 7, Ill.
Please rush FREE BOOK, "My Future in Radio-Television Electronics," and FREE LESSON. I understand there is no obligation.

NAME _____ BIRTHDAY _____ 19__

ADDRESS _____

CITY _____ ZONE _____ STATE _____

☐ Check if interested ONLY in Resident Training at Los Angeles

VETERANS, Give date of discharge.

NEW CATALOG of 3100 Novelties 10c

World's Greatest Collection of Novelties to Thrill & Amuse You

Send 10c today for this amazing new catalog of 3100 novelties, gadgets, tricks, jokers, funmakers, hobbies—and thousands of things you never knew existed & never knew where to get! Hundreds of useful items, too, including office and household time-savers, educational hobbies, jewelry, optical and sports goods, etc.

Some of the Things in This Catalog

Accordions	Field Glasses	Personal
Address	Fireworks	Magnetism
Airplane Models	Fishing Items	Pets, Supplies
Air Rifles, Pistols	Flowers, Seeds	Philatelic Sup.
Albums	Flying	Phones
Alligators	Football	Photography
Altars	Forecasters	Photo. Jewelry
Animals, Live	Formulas	Pipes
Archery	Fortune Tellers	Pistols, Guns
Artist Supplies	Fun Makers	Plants, Seeds
Asn Trays	Gadgets	Plating Equip.
Astrology	Gambling Items	Poker Items
Astronomy	Games, Supplies	Printing Items
Atomic Science	Garden Items	Projectors
Auto Items	Geiger Counter	Purses
Awards	Girls, Pretty	Puzzles
Awls	Glasses	Racers, Auto
Axes	Golf Items	Rackets
Badges	Guitars	Radio Items
Balloons	Guns, Supplies	Razors, Etc.
Banks	Gymnastic Items	Recipes
Bar Novelties	Handicraft Items	Religious Goods
Barometers	Hardware	Rifles, Guns
Baseball Items	Harmonicas	Rings, Jewelry
Basketball Items	Head, Shrunken	Rulers & Rules
Beard Leams	Hobbies	Scientific App.
Beards	Home Expor.	Seeds, Plants
Beer Novelties	Home Repair	Sewing Items
Bells	Houses, Model	Sharpeners
Belling	Hunting	Shaving Goods
Bibles	Hypnotism	Ship Models
Bicycle Supplies	Imported Goods	Shockers
Billboards	Indian Novelties	Signs, Supplies
Binooculars	Indoor Games	Skeletons
Blankets	Ink Novelties	Skirts, Hats
Boats	Insect Killers	Skull Novelties
Bodies, Shrunken	Itching Powder	Slide Rules
Books	Jewelry	Smokers' Items
Boxing	Joke Novelties	Snake Novelties
Bracelets	Ju Jitsu	Sneezing Items
Bug Killers	Key Chains	Soap Novelties
Bugles	Kits, Hobby	Spiritualism
Buyers' Guide	Kits, Master	Sporting Goods
Calculators	Knives	Stamp Novelties
Calts, Animal	Labels	Stamp Col. Items
Cameras	Lamps	Stationery Sup.
Campers' Items	Lenses	Sore Winners
Caps, Guns	Letters, Swatler	Surprise Package
Card Tricks	Lighters	Sweater Emblems
Cartoonist Items	Live Animals	Swim Items
Cash Boxes	Locks	Tattooing
Chameleons, Live	Looms	Taxidermy
Charmes	Lovers' Items	Team Supplies
Chemistry Items	Lucky Novelties	Telegraph Sets
Chees	Luminous Items	Telephones
Chimes	Magie	Telescopes
Cigar & Cigaret	Magnetic Items	Television Items
Novelties	Magazines	Thermometers
Clocks, Watches	Magnifiers	Throwing Knives
Chloroform	Make Up Goods	Tie Novelties
Coin Maker	Maps	Time Savers
Coin Items	Mask	Tools
Compasses	Massagers	Toys
Contest Winning	Medals	Trapping
Cosmetics	Microphones	Treasure Finders
Cowboy Items	Microscopes	Tricks
Crucifixes	Mineralogy	Trophies
Crystal Gazing	Mirrors	Turtles
Crystal Radios	Model Supplies	Typewriters
Cuckoo Clocks	Money Savers	Vaults & Banks
Dancing	Money Makers	Vendors
Dice Items	Motors	Ventriloquism
Disguises	Movies	Waffles
Dog Novelties	Muscle Builders	Watches
Drawing Items	Musical Items	Water Novelties
Electric Eye	Numerology	Weird Articles
Electrical Goods	Occult	Western Goods
Electro-Platers	Office Supplies	Whips
Emblems	Openers	Whistles
Engines	Optical Goods	Wigs
Engraving Tools	Oriental Imports	Wrestling Items
Enlargers	Paints, Supplies	
Exercisers	Party Novelties	
Exploding Items	Pennants	
Fencing Items	Pens, Pencils	& Many Others

SEND

COUPON

and 10c

TODAY!

—Rush Coupon, Print Name & Address—

JOHNSON SMITH & COMPANY
Dept. 888, Detroit 7, Michigan

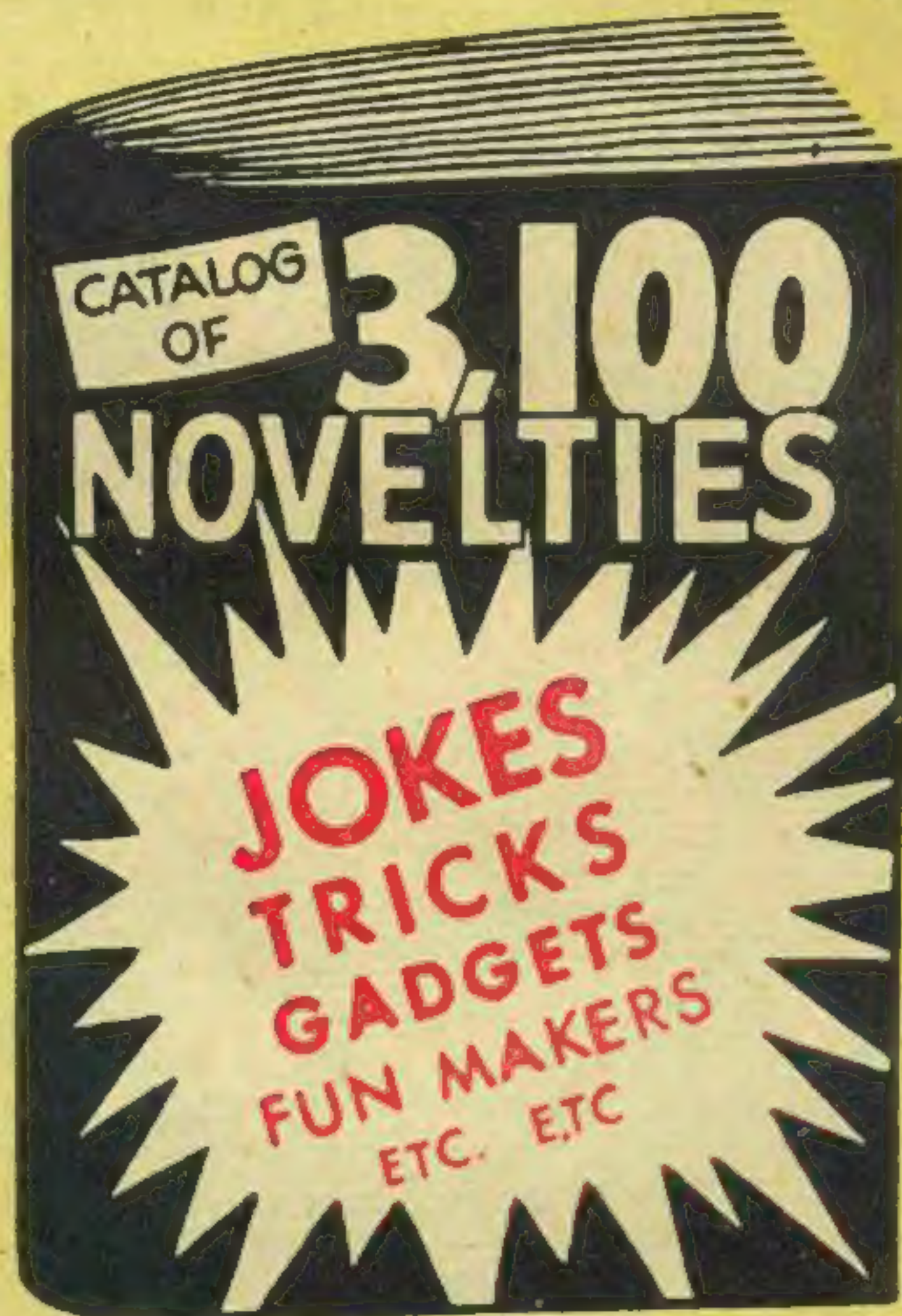
Please Send Me: _____ Catalogs—10c Each

Send
To

"MOST UNUSUAL CATALOG IN THE WORLD"

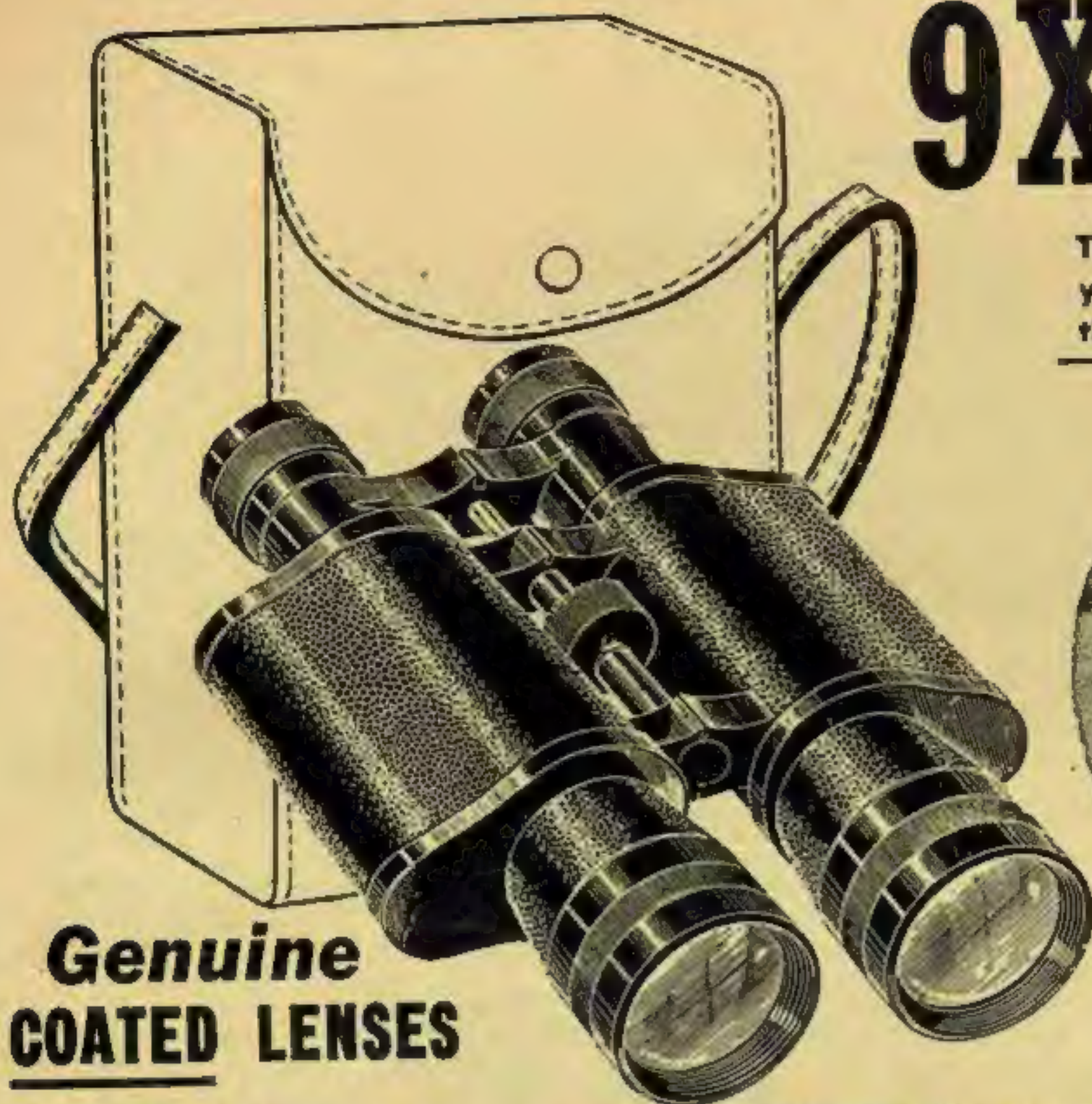
Colliers, Coronet, New Yorker, Tide & other magazines wrote about this interesting catalog. More fun than carnival, circus, world's fair & science exhibit all in one. SEND 10c WITH YOUR NAME & ADDRESS for YOUR COPY to:

Johnson Smith & Co., Dept. 888, Detroit 7, Mich.



Amazing Offer for OUR Readers!

9X AREA MAGNIFICATION!



**Genuine
COATED LENSES**

This is what
you see with
the naked eye



This is what
you see with
the POWERHOUSE

**FREE
OF
EXTRA
COST**

FINE LEATHER CASE

This magnificent case is truly an achievement of the leather-crafter's art. Made entirely of Supple-Soft genuine leather. Beautifully finished in a golden tan with harmonizing stitching and snap closure. Protects your POWERHOUSE binoculars against rain, dust, grime. Yours ABSOLUTELY FREE of extra cost with your order for the new POWERHOUSE Binoculars with coated lenses!

SAVE \$7.00

**DIRECT FROM
IMPORTER
TO YOU**

4.98
WITH
LEATHER
CASE
F.T.I.

SEE UP TO TWENTY MILES AWAY!

Lifetime bargain for readers of **THIS AD.** **THORESEN**—world's greatest importer of German binoculars—brings you famous, nationally advertised **POWERHOUSE** Binoculars at an unbelievably low price! **NOT** another crude Jap model! **NOT** a toy! **NOT** 4.98, but **9X AREA MAGNIFICATION!** It's the pride and joy of every red blooded sports enthusiast! Thoresen and only Thoresen brings it direct to you for a mere 4.98.

TRIUMPH OF GERMAN OPTICAL INDUSTRY

The **POWERHOUSE** is made in Western Germany—world's outstanding producers of quality optics—the finest Cameras, Telescopes, Microscopes and Binoculars. German know-how and superb workmanship are reflected in the many features of the famous **POWERHOUSE**. Here are a few: 1. Great Structural Strength without tiring weight. Only 9½ ounces in all! 2. Aluminum centre-post focusing gives you over 25 steady positions for sharp viewing. 3. Easy adjustment for close-apart or far-apart eyes. 4. Crisp, modern design gives you easy, firm grip. 5. New streamlined model as illustrated in reduced size above. 6. Jumbo center wheel gives effortless focusing. 7. High luminosity gives you viewing even in moonlight.

Coated, Precision-Ground Lenses for Superb Viewing

The powerful lenses are the crowning achievement of the 99 year old firm. Far different,

Indeed, from the moulded plastic kind stamped out by the million. The objective lenses are ground and polished to high tolerances, then skillfully **COATED!** This takes much longer, costs 20 to 30 times more! But it's worth it! You get **CRYSTAL-CLEAR** viewing. Your eyes don't suffer the strain of excessive distortion and ghost images so common in cheap binoculars. Were you to spend \$25.00, we could not give you better quality lenses!

Magic of American Dollar Makes This Value Possible

In less than 18 months **THORESEN** has sold close to 500,000 binoculars—making it the greatest importer of German binoculars in the world! This immense volume, plus the magic of the American dollar, enables us to buy at far less—sell for less! Get your **POWERHOUSE** now at our low introductory price of 4.98, tax paid, including handsome leather case.

SEEING IS BELIEVING! Try Powerhouse at OUR risk!

One look thru the **POWERHOUSE** will convince you of its superb quality. That's why we want to send one to you on **FREE TRIAL** for 5 days. Use it on hunting or fishing trips. Use it at races—on trips—for bird watching. Always have a ringside seat at boxing matches! Then—if you don't think this is the **GREATEST** binocular value of the last 10 years,

LIMITED OFFER! Order at once

Only about 100,000 **POWERHOUSES** can be produced this year, due to the high manu-

facturing standards. To be fair to all, we are forced to place a limit of **ONE** binocular per reader. Send coupon today to ensure yours!

THORESEN'S

352 Fourth Avenue, Dept. * **38-N-6** New York 10, N. Y. **CANADIANS:** Order direct from our Montreal plant: **THORESEN CO.**, 45 St. James St., West, Dept. **38-N-6** Montreal 1, Que. Same price and guarantee. (No extra for Tariff.)

THORESEN'S, Dept. 38-N-6
352 Fourth Avenue, New York 10, N.Y.

RUSH 1 POWERHOUSE with leather case for 4.98, on 5 Day **FREE Trial**—Money Back guarantee.

- ☐ 4.98 enclosed. Send all charges prepaid.
☐ Send C. O. D. plus postal charges

Name

Address

Town State

CANADIANS: Save Tariff. Send orders to **THORESEN CO.**, 45 St. James St., West, Dept. **38-N-6** Montreal 1, Que.



RADIO



ROY ROGERS
FLASH CAMERA



ROY ROGERS
BINOCULARS



GABBY HAYES
FISHING KIT



RADIUM DIAL
POCKET WATCH



GIRLS' SHOULDER
STRAP BAG



SPORTS
EQUIPMENT



ROLLER
SKATES



JET ENGINE
PLANE FLIES
500 FEET

WALKING
DOLL



HUNTING
KNIFE
AND AX



TWO-
GUN
HOLSTER SET



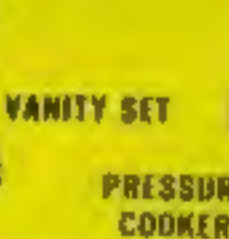
TABLE TENNIS SET



RED RYDER CARBINE



ARCHERY SET



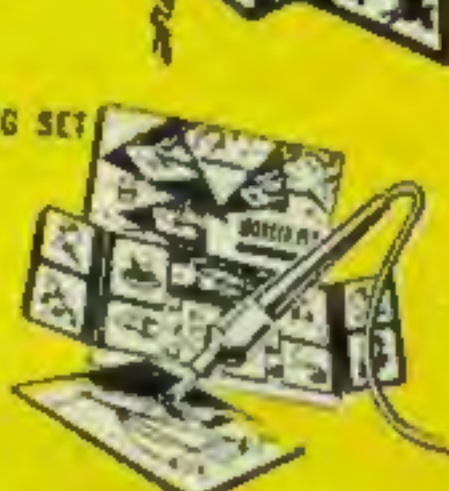
VANITY SET



PRESSURE
COOKER



CHEMISTRY SET



WOODBURNING SET



TYPEWRITER



WHITE ZIPPER
BIBLE



UKELELE
WITH ARTHUR
GODFREY PLAYER



RADIO RECEIVING
SET FOR SCOUTS



SEWING MACHINE

MEN-WOMEN-BOYS-GIRLS

PRIZES GIVEN MAKE MONEY TOO!

We will send you the wonderful prizes pictured on this page . . . or dozens of others, such as jewelry, radium dial wrist watches, tableware, tools, I-Make-It kits, leather kits, sewing kits, electric clocks, pressure cookers, scout equipment, model airplanes, movie machines, record players, and many others . . . all WITHOUT ONE PENNY OF COST. You don't risk or invest a cent—we send you everything you need ON TRUST. Here's how easy it is: Merely show your friends and neighbors inspiring, beautiful Religious Wall Motto plaques. Many buy six or even more to hang in every room. An amazing value, only 35c . . . sell on sight. You can secure big, cash commissions or many exciting prizes for selling just one set of 24 Mottos. Write today for Big Prize catalog sent to you FREE!

SEND NO MONEY—We Trust You!

HERE'S HOW YOU GET YOUR PRIZES

Rush your name and address on coupon and we will ship AT ONCE PREPAID your first set of 24 richly decorated Mottos ON TRUST. When you have sold the 24 Mottos, send the \$8.40 you have collected and you can secure your choice of many wonderful prizes. If you prefer to EARN MONEY, send \$6.00 and keep \$2.40. Hurry, send TODAY for 24 Mottos ON TRUST and big PRIZE CATALOG FREE!

FREE! MEMBERSHIP in the FUNman's Fun Club

EXTRA! Sell mottos and send payment within 15 days, and we'll give you FREE a year's Membership in the FUNman's Fun Club. Membership card, certificate, secret code, giant packet of fun materials all yours—PLUS many extra surprises!

The FUNman, Dept. L-161
4545 N. Clark St., Chicago 40, Ill.

FREE BIG PRIZE CATALOG

Please rush to me on credit 24 Religious Wall Mottos, to sell at 35c each. Also include big Prize Catalog FREE. I will remit amount required as explained under description of prize in BIG PRIZE CATALOG within 30 days and select the prize I want or keep a cash commission as explained.

NAME.....AGE.....

STREET or RFD.....

TOWN.....Zone.....STATE.....

SEND NO MONEY... We Trust You!